

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

Volume XIX, No. 3

March, 1939

IN THIS ISSUE

Gas-Fired Dehumidifier Conditions Candy Plant.....	14
Western Group Plans Sweetest Day at Fair.....	17
Invert Sugar Types.....	K. E. Lungwill 18
Progressive Development in Brazil Nut Industry.....	20
The Manufacturing Retailer	
Ideas for Easter.....	G. A. Eddington 22
Maple Candies — Special for Spring.....	23
Mrs. Snyder Opens New Shop.....	24
The Candy Clinic — 1 lb. Chocolate Assortments.....	25
New England Candy Show.....	28
Technical Literature Digests.....	29
Editorials	30
Williamson Writes on Industrial Relations.....	32
No Further Candy Exemptions Under Food Law.....	33
Convention to Draw Big Attendance.....	34
Confectioners Briefs	35
New Booklets of Interest to the Industry.....	36
New Yorkers Honor Horowitz.....	37
New Sugar Refractometer.....	38
M. C. Mail Exchange.....	39
Mechanical Merchandising — Has It a Right to Exist?.....	43
Human Equation in Packaging Production.....	Palmer Lathrop 46
What's New in Packaging Machinery.....	Francis Chilson 47
Trade Marks for Registration.....	49
The Clearing House.....	52
Index to Advertisers.....	58

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PUBLISHED MONTHLY ON THE 15TH BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

Publishers of

THE MANUFACTURING CONFECTIONER - CANDY PACKAGING - THE CONFECTIONERY BUYERS DIRECTORY

Chicago, Illinois. Telephone Franklin 6369
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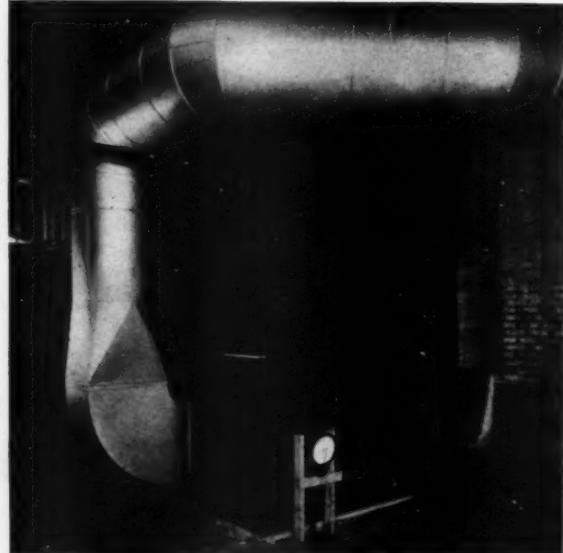
DEHUMIDIFIED AIR

Improves Candy Packing and Storing

Single Gas-Fired Dehumidifier Easily Handles Large Area

FOR the candy business, one might paraphrase the old saw, "Don't count your chickens before they're hatched," to read, "Don't count your candy production before it's shipped." A lot can happen to candy—right in your most modern plant, too—between the time it streams out of the very last coater or other production unit and the time your shipping clerk stamps "Shipped February 10th" on the order. There's the matter of assorting, of packing and packaging, of storage until sale, and the matter of wrapping. These steps take varying amounts of time, and during that time it is essential that the temperature and humidity of the air surrounding your finished candy be maintained at such levels that none of the carefully manufactured output is spoiled. Every bon bon affected represents wasted work on the part of every man, woman, or machine in your production line, to say nothing of the ingredients involved and the reaction on a good customer if spoiled candy slips by.

Realization of the importance of these considerations has caused Edgar P. Lewis & Sons, Inc., Malden, Mass., to install a new gas-operated air conditioning machine (known as a silica gel dehumidifier) to stand guard over the candy handled and stored in two huge rooms 145 feet long each. An interview with the company's plant executives to learn just what they think of their new installation and the results it has been giving in terms of



This Is the Unit Which Dehumidifies Packing and Storage Rooms in the Edgar P. Lewis & Sons Confectionery Plant in Malden, Mass. The Unit Is Gas-Fired and Completely Automatic

time, money and trouble saved, brought out the following facts.

Dry, Cool Air Prevents Much Trouble

First of all, it takes more than just nice cool air to prevent stickiness, package breaking, spoilage, and loss of time in the handling and storage of candy. It takes *dry* air, too—and air of a temperature and humidity that does not vary every time the weather changes, an extra wrapping machine or bank of lights is turned on, or a crew of packing girls comes on duty all at once.

The Lewis installation was made as the first step in a program of humidity control. Dry air is essential because it is known that goods will keep indefinitely in storage under controlled conditions. The plant is controlled at 40 to 45 per cent relative humidity and 65 to 70 degrees temperature. The optimum ranges of temperature and humidity may vary somewhat for different types of goods, but within the limits noted above the plant operates continuously and comfortably. The improvement all the way down the line can be computed in *less scrap, better looking goods, and no lost time.*

Most packages will breathe with atmospheric changes. Therefore, they must be stored in a space in which the rate of change (of atmospheric conditions) is limited to known safe limits.

Experience of the company during the late Summer and Fall of 1938 in these two rooms indicates that humidity control is essential. One of the worst conditions in a candy factory is at a time when weather conditions are such that they interfere with production—even sometimes stopping it. Humid air infiltrates through the walls and doors and it is too damp and sticky to handle candy. This means lost time—and can happen any time in the year.

Following is a description of the Lewis installation.

The two rooms are 48 ft. wide by 145 ft. long by 12 ft. high each (nearly 14,000 square feet of plant floor space) and are located one on top of the other. They will eventually become store rooms, but have been used recently as a collecting point for packaged candy as well as a packing room for hard candy. There is a wrapping machine in operation in one room which wraps the larger packages in transparent cellulose. Heat and moisture tend to come into the room not only from without, but from the people who work therein, the electric lights, and the motors and blowers which are part of the machinery operated in the room. Further, all the candy that comes into the rooms comes in at a temperature 20 degrees higher than the temperature at which it is stored and handled.

Installation Replaces Old Compressors

Before the new installation was made, there were already operating at the Lewis plant two compressors of a total of 30 tons refrigerating capacity, each cooling one of the rooms under discussion—but they were inadequate in maintaining the proper dryness of the air. Since shortly after the new gas-fired dehumidifier was installed, neither compressor has been operated—the gas dehumidifier doing the whole job—cooling and drying—for both huge rooms.

The building is rather old, and it was not deemed wise to do anything to the floors, walls or ceilings. As a result, air leakage is considerable. One of the plant executives says, "The operating costs are not excessive. When we insulate and stop leakage, we will get even lower operating costs."



Above—Packing Room—7,000 Sq. Ft. of Space—which Is One of the Rooms Served by the Gas-Operated Silica Gel Dehumidifier. Below—Storage Room—Another 7,000 Sq. Ft. of Space—Kept Dry and Cool by the Dehumidifier

The dehumidifying unit doing the job is a Bryant No. 50, capable of drying 5,000 cubic feet of air per minute. The air to be conditioned first passes through beds of silica gel, a material especially prepared to adsorb moisture in great quantities. Next, the dry air passes around finned coils carrying well water at 50 degrees, and is cooled to the right point. Gas fuel is used to heat up and dry out the silica gel beds after they have adsorbed their fill of water. While one set of silica gel beds is being dried out, the air being conditioned passes through other beds which have been previously "reactivated." Operation is continuous and fully automatic. Both the temperature and humidity desired are simply set on the thermostat and humidistat in the air conditioned space, and the equipment does the rest.

Such a gas-fired unit was chosen, according to Lewis company executives, because gas is available at all times

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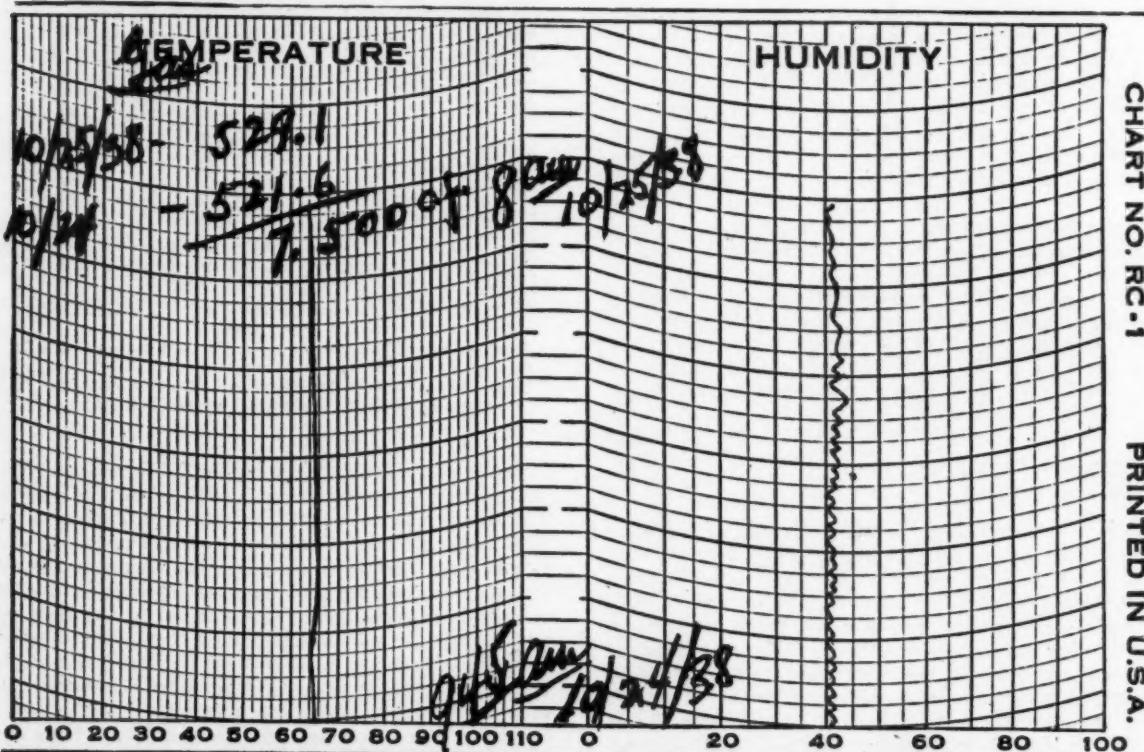
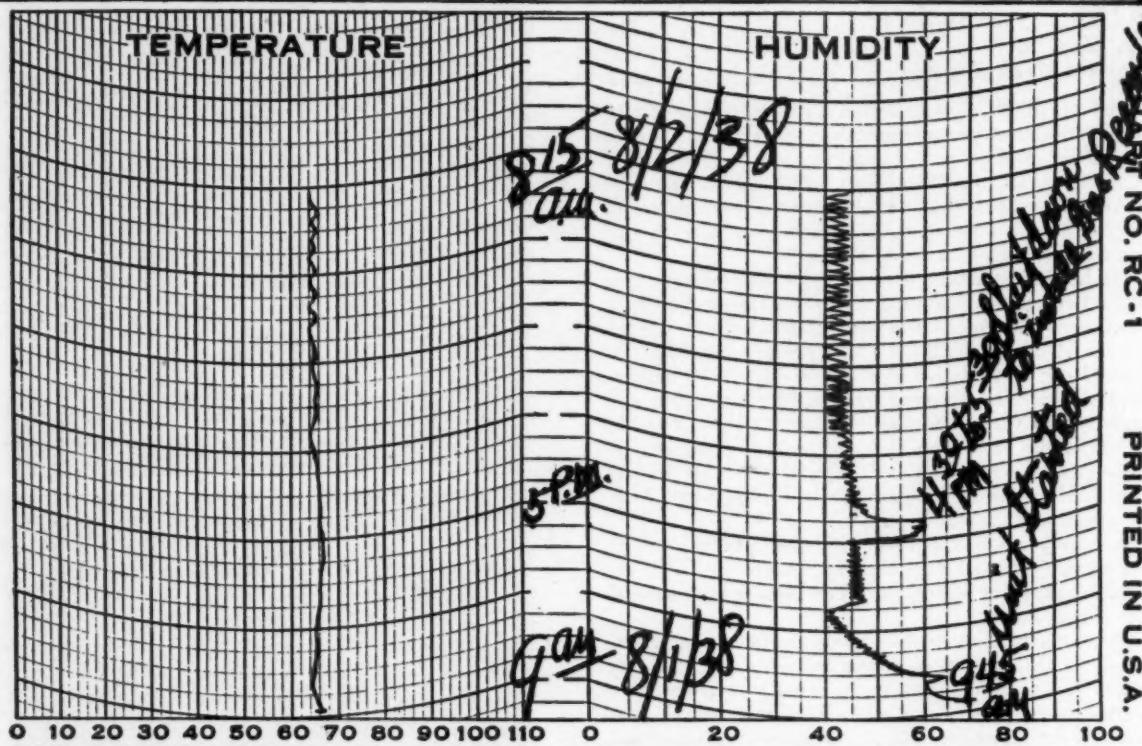


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Temperature and Humidity Charts Showing How System Functions. Top—On the First Day of Operation, It Took Five Hours to Dry Out the Two Large Rooms, and the Dehumidifier Worked Frantically. Bottom—Record Showing Day's Operation Some Weeks After Installation. Relative Humidity Constant Between 40 and 50 Percent, and Temperature Even at 65° Fahrenheit

MANUFACTURERS!

This information must be on your principal Label, under the New Food, Drug and Cosmetic law which goes into effect June 25, 1939. Before ordering labels, check with this list to make sure you are conforming to the requirements.

1. Name of product.
2. Name and place of business of the manufacturer, packer and distributor.
3. Net weight, measure or numerical count.
4. If processed from two or more ingredients, the common or usual name of each ingredient must be declared, except when a standard of identity has been promulgated.*
5. Spices, flavorings and colorings may be declared as such, without naming each.
6. Artificial flavoring and artificial coloring must be declared.
7. Chemical preservatives must be declared.

*Since no exceptions other than "Sweet Chocolate" and "Milk Chocolate" coatings have been made to this ruling by the Food, Drug and Cosmetic Law administration, this means "every" ingredient.

of the day and night, whereas steam is not economically available at night and upon Sundays and holidays; and because the gas apparatus is designed specifically for just the job to be done, i.e., dehumidifying.

The results being achieved are attested to by the charts shown—taken directly from the recording humidistat-thermostat in the upper of the two rooms on respectively the first day of operation and a representative day some time later. Note how constantly the temperature is held at 64 to 66 degrees and the relative humidity at 40 to 45 per cent, all day long. On the day represented by the one chart, the relative humidity of the outside air was between 94 and 98 per cent—which is enough to stop production.

Easily Handles Excess Heat and Humidity

In addition, although the installation was designed for 16 people working in the two rooms and using 2100 watts of electric lighting and 7½ horsepower of motors and blowers, there have been many days when 65 girls were packing candy in these rooms at one time and using over 4800 watts of lighting. Under these conditions the silica gel dehumidifier did not run constantly, indicating that the installation can handle greater heat and humidity loads.

As for results insofar as the efficiency of operations and the quality of output at the Lewis plant is concerned, the Lewis company executives closest to the subject sum it up as follows:

"The dehumidifying unit as installed has worked out most satisfactorily . . . With reference to reduced spoilage, production peaks and improved products, it stands to reason that if one can so accurately control the steps of manufacture, the product will be nearer perfection than when part of the process is left to the mercy of the weather. Where control is automatic, it takes much of the chance out of the process of candy-making . . . The improvements all the way down the line can be computed in less scrap, better looking goods, and no lost time."

WESTERN GROUP PLANS "SWEETEST DAY" AT FAIR

Complete analysis and full discussion of the new Pure Food and Drug Act will feature the sessions of the Western Confectioners' Association in their annual convention to be held May 7 to 11 at Treasure Island, San Francisco, if plans of the convention committee materialize.

Meeting at San Francisco on February 24, members of the Bay City's candy industry, comprising the convention committee, decided that the provisions of the new statute constitute the major operating concern of all confectioners at the present time.

Since the principal objective of the meet will be to clarify the Food and Drug act, the committee plans to bring a national authority to the coast to address the convening confectioners in exact detail on just what the new law does and does not permit. General confusion in the industry over the terms of the new regulations is holding up many activities of candy makers. The availability, therefore, of an authoritative speaker to answer any and all questions will prove to be a distinct aid to members of the candy field. This feature of the five-day conclave, the committee feels, when added to the many other appealing and interesting events scheduled for the meet, should increase the attendance at the convention to a marked degree.

Other details of the efforts to make the confectioners' affair a memorable one were perfected at the February 24 meeting. The attraction of the Golden Gate International Exposition, which got under way last month, and which is already setting attendance records far above expectations, will cause many members of the candy industry in the west to "spend their vacation at the Fair this year."

The top attraction, which will do an immense amount of good for the candy industry with the general public, is the "Sweetest Day at the Fair." This candy day, May 11, will mark the distribution of 90,000 bars of candy, donated by manufacturers.

During the day officially designated at the Fair as Candy Day, loud speakers on the grounds will appraise the throngs of the activities of the candy men, and will stress the slogan that "Candy is a Delicious Food." A program of speaking and entertainment will likewise tie in with the general public distribution of candy. Gay, attractive misses, in bright uniforms, will attend to the distribution of the candy bars at the Fair Grounds.

Progress was also reported on other convention specials and features, including the President's ball, which will be held in San Francisco, and the annual golf tournament to be staged at the Claremont Country Club.

Those attending the committee luncheon included E. J. Jenanyan, Leroy Gimbal, T. A. White, L. R. Tilton, O. L. Griffin, Louise Ghirardelli, C. B. Turner, A. C. Carrington, J. E. Walz, Frank Timberlake, C. M. Kretchmer, C. E. Adams, Reed Robinson, R. C. Carpenter, Oscar Bolde-mann, Jr., George Cardinet, W. S. O'Donnell, and Wm. Roberts. Committee member, John McKey, was in the east during the planning session, and was unable to attend the meeting.

INVERT SUGAR TYPES

A Comparison of Available Supplies

Third of the Analytical Studies of Candy Raw Materials

By K. E. LANGWILL

WHEN sucrose (granulated sugar) is boiled with water in the presence of acid or acid salts, a very sweet, palatable syrup results. If the sugar has been completely inverted, we have in the mixture approximately equal quantities of dextrose and levulose. One authority has assumed the sweetening unit of sucrose to be 100 and by comparison, dextrose sweetness is only 74 but levulose is 173. While others have arrived at different sweetness values, it is generally accepted that invert sugar syrup is sweeter than a straight sucrose syrup when based on equivalent solids content. A smaller amount of invert syrup will give the same sweetness as a larger amount of syrup made from sucrose and water with the same sugar solids.

Function of Invert Syrups

In confectionery manufacture, invert sugar has two distinct functions: first, it prevents crystallization of sucrose and secondly it is hygroscopic and, therefore, lends itself to use in confections which have a tendency to dry out and become hard and gritty. This grittiness is due to the crystals of sucrose or dextrose which come out of solution on drying.

A direct application of its use in prevention of crystallization is in hard candy. An all sugar hard candy, containing approximately 18% of invert sugar and kept in a glass jar with screw cap, has shown no visible signs of graining even though subject to wide variations of temperature and humidity over a period of two years. Whether this invert sugar had been added as such or produced by addition of acids to the batch before cooking or by prolonged cooking alone cannot be stated since the candy was highly colored. Prolonged boiling of sugar with water alone will invert sugar but at the same time will cause color formation. Levulose cannot stand high heat and when heated above 70°C (158°F.) for any length of time breaks down, imparting a yellow color to the solution.

Fudge may be taken as an example of a confection in which invert sugar may be used to prevent drying out. In fudge we want grain but we want the crystals to be soft and remain that way. The presence of invert sugar either added as an ingredient in a fondant or directly to the batch will assist in doing this very thing.

We have mentioned the preparation of invert sugar from sucrose by means of acids and acid salts along

with water but there is still a third method. This involves the use of an enzyme which is called *sucrase* due to the fact that it acts upon sucrose only. Another name has been given the same enzyme and that is invertase which describes clearly what it actually does. The most abundant source of sucrase is found in ordinary yeast. Care has to be exercised in the use of this extract since enzymatic activity is killed by the use of too high temperatures.

Center Inversion

Invertase is often employed when it is desirable to produce soft or liquid cream center. This extract is added to a high sugar (sucrose) fondant from which the cast cream centers are to be made at a temperature which should not exceed 140°F. Since the amount of invert sugar formed is a function of time and temperature, after the centers have been coated with chocolate, it may be necessary to store them for several weeks, if at low temperatures, to give the invertase a chance to work. This reaction may be speeded up by running the chocolate coated creams out of storage into normal room temperature. Because the solubility of invert sugar is greater than sucrose, there is sometimes enough water in the fondant to dissolve the invert sugar as it is formed and if there is sufficient invertase present and the action is allowed to continue long enough, the center may become a liquid with between 78 - 80% of sugar solids.

Comparative Analytical Data:

For those who are purchasing invert sugar syrups it may be of interest to note the comparative analysis of two samples "A" and "B."

	A	B
Direct polarization of Normal sol.		
at 20°C	-17.0°V	-20.3°V
Invert polarization of N/2 sol.		
at 20°C	-10.0°V	-11.5°V
Total solids—Brix scale at 20°C	75.6	76.2
pH	4.1	4.0
Reducing sugars before inversion	71.76	74.92
Reducing sugars after inversion	75.48	77.64
Increase in red, sugars calc.		
as sucrose	3.53	2.58

From the figures, it will be seen that there is a small amount of sucrose which remains unchanged even in many of the syrups which are sold as completely inverted sugar syrups. On long standing and when chilled, the dextrose crystals of invert sugar, being the least soluble, tend to settle out of solution. This may be overcome by the addition of a sucrose syrup. There are on the market syrups to which varying percentages of sucrose have been added and these should be purchased on sugar units.

An attempt was made to produce invert sugar from a raw sugar which polarized at +96.6°V, had an ash of 0.436% and the alkalinity of the ash was equivalent to 0.00223 grams KOH per gram of sugar. A solution of 75 grams of sugar and 25 grams of water was made up and 50 grams of the resulting mixture were boiled with 0.1 gram of citric acid for 30 minutes under a reflux condenser. The finished syrup gave the following figures:

Direct polarization of Normal sol. at 20°C....	+29.1°V
Invert polarization of N/2 sol. at 20°C.....	-12.0°V
Sucrose (calculated)	40.0
Total solids—Brix scale at 20°C.....	78.0
Invert by difference.....	38.0
pH	4.40

This method of determining amount of inversion is quick and sufficiently accurate for rough work but where greater precision is required, the Munson and Walker method should be employed. This example is given to illustrate the fact that more acid has to be added to a sugar with a high ash in order to cause inversion since some of the acid is used up in neutralizing the alkaline salts and hence less is free to cause inversion. A point may be reached, though, where the ash is so high that reasonable amounts of acid will fail to produce an increased amount of inversion. In using raw sugar as the basic ingredient for invert sugar, the color of the resulting syrup will be such that it can be used only in goods where color is of little moment. In order to obtain the best invert sugar from the standpoint of color, it is necessary to start with a good grade of granulated sugar, regulate cooking time and temperature and above all to cool the finished batch as quickly as possible.

Syrup Types

Within the past few years sugar has been introduced to the manufacturing confectioner in the form of a liquid which means that enough water is present to hold the sugar in solution. This permits sugar to be handled from tanks by a pipe line to each unit requiring sugar in the cooking operation. There are many facts which recommend the use of such syrups and quite as many which are drawbacks that remain to be overcome. This subject, however, is of general interest and only those syrups which contain appreciable quantities of invert are of present significance.

Earlier it was mentioned that the addition of sucrose syrup in the proper proportion to a completely inverted syrup would prevent dextrose crystallization. This information has been put to use in the preparation of high Brix (high sugar solids) syrups where it is desired to prevent the settling out of dextrose or sucrose. A normal solution of sucrose which may be handled without fear of crystallization except at abnormally low temperatures is represented by a two to one ratio, that is 66.66% sucrose and 33.33% water. A completely inverted syrup may be made containing as high as 81% of combined

dextrose and levulose, but it will settle out dextrose crystals on being stored at abnormally low temperatures and at higher temperatures if for prolonged periods of time. This will even take place with a 75 Brix syrup unless there is a proper balancing of sugar content. Usually one part of sucrose to each two parts of invert will produce such a syrup. Bearing this fact in mind, it is easy to understand why many of the liquid sugar types which run 73 to 75 Brix actually contain up to one-half of the total sugars as invert. There are others which run less in invert than sucrose but in such cases the Brix, which is a measure of sugar percentage, rarely exceeds 73%.

Any Mixture Possible If

Invert-Sucrose Ratio Is Maintained

From the foregoing data, it is obvious that almost any kind of mixture may be made with varying percentages of solids if the relationship between the invert and unchanged sucrose is maintained at the proper point. So far, we have considered only syrups made from refined granulated sugars. Many of the syrups encountered on the market today have not been so prepared but are produced directly from washed and decolorized raw sugar. If we stop for a moment and consider what differences there will be, it is quite obvious that when decolorized sugar liquors made from raw sugar are crystallized and then centrifuged, practically all of the mineral matter and organic non-sugars will be whizzed off in the centrifugal process and will remain in the syrup portion. As this syrup is reboiled and more sugar is crystallized from it, mineral matter and organic non-sugars increase in percentage so that quite a sizeable quantity will be found in refiners syrup.

Now let us apply these facts to the decolorizing of raw sugar. It is quite obvious that a raw sugar which will vary from slightly less than 0.4% of ash up to as high as 0.9% will not be completely freed from ash by washing and decolorizing. It will still contain many times the percentage of ash that is to be found in refined sugar. Syrups of this kind have been examined and found to contain as much as 0.27% of mineral matter on a liquid weight basis. The syrup was approximately 67 Brix which means that on dry sugar units the ash value would be approximately 0.36%. This when compared to refined sugar with an ash value that is generally less than 0.01% will give an insight into effects to be obtained when such syrups are boiled to a high temperature. So far their use in white goods has rarely been satisfactory. Where color is of little moment, they can be used economically if the differential on a solids basis is sufficiently attractive.

There are also mixtures of invert syrups and sucrose syrups made by the same process, that is by decolorizing raw sugar solutions. Mixtures of these syrups will be satisfactory in many cases provided the ash value is not excessive and further provided that color formation is not of moment. Samples have been examined showing less than 0.10% of mineral matter and as high as 0.30% on liquid weight. Apparently partially inverted syrup has not yet been standardized insofar as these values are concerned. To those who are interested in the use of liquid sugar particularly of the completely or partially inverted sugar types, it is suggested that close control be maintained on sugar content, color, organic non-sugars and particularly on mineral matter (ash) present. Unquestionably liquid sugar is here to stay but we must first realize that unless it is made from refined granulated sugar, its purity will vary and results obtained may not be all that is rightfully expected.

Progressive Development Characterizes BRAZIL NUT INDUSTRY

IN THE northern and western parts of Brazil, drained by the largest river in the world, the Amazon, grow two trees, the rubber tree and the Brazil nut tree, whose products form the main export staples of the entire region. But for rubber, indigenous here and up to a few decades ago grown nowhere else, this wild inaccessible tropical country might not yet be opened up to world trade. But the enormously high prices—up to \$3 a pound—obtainable for rubber in the early days of the automobile industry, when consumption far outran production, and Brazil alone could furnish the precious gum, tempted courageous pioneer traders to penetrate even further up the Amazon. It brought about, during the great rubber boom, a magnificent growth of the seagoing harbor of Manaos, almost 900 miles from the mouth of the Amazon at Para. When rubber slumped, these frontiersmen of commerce naturally looked for other products that could be bought and sold dearly—and found increasing quantities of Brazil nuts in the upper reaches of the mighty river. When rubber is high in price, Brazil nuts are rarely cheap. The workers are limited in number and naturally turn to whatever product yields them the largest gain. With rubber cheap, as it has been for some time, Brazil nuts are plentiful, all the nuts that can be reached are gathered, opened and shipped down, and nut prices become correspondingly low. A shortage of water in the upper river stretches, which prevents navigation in the smaller streams that feed the Amazon, may make it difficult or impossible to bring down supplies from the outlying districts; there is no way of keeping the nuts in the moist warm air of the Equator, and the crop turnout may fall short by thousands of tons of the early season estimates. The largest crops, always measured by the quantities available for export, have been about

40,000 to 42,000 tons; in a poor year, only half this quantity is brought to the port markets. How many more Brazils grow and rot each year, that cannot be brought to market, no one knows. Already nuts come down from the eastern part of Bolivia, over 2,000 miles from Para.

Tree Never Cultivated

The Brazil nut tree (*Bertholetta Excelsa*) is unique among edible nut plants, for no one has ever cultivated it; the total production comes from the wild trees. Brazil carefully guards its monopoly—to prevent what happened to its rubber industry when the English succeeded in starting plantations by seeds imported into the Malay States from Brazil, via the London Botanical Garden. The Brazil trees are tall, often 100 feet high or more, up to 40 feet in circumference, straight-limbed, heavy crowned and long-lived; the nuts are contained in pods, about the size and shape of a cocoanut, each pod containing from 15 to 30 nuts. The harvest begins in December and continues for six to eight months—March to May being the heaviest crop months. As the pods ripen they fall to the ground, where nimble workers find them and gather them up; a deft stroke with a machete takes an end off each pod, the nuts are emptied into a carrying basket, and taken to the assembling stations on the river. Washing, the next process in market preparation, is really a misnomer; an open rattan basket is partly filled with nuts and immersed in the water; the sound nuts, heavy with sap and juice, sink; the duds, empty from rottenness or mold, float to the top and are removed. This improves the quality and saves the heavy freight down-river on the worthless goods. In wicker baskets the nuts are graded according to size, origin and percentage of sound crack. Per-



Left—Central Gathering Place Where Nuts Are Brought to Be Picked up by River Steamer. Right—Brazil Nuts Being Transferred from River Steamer to Storage Barge



haps because the weighing of the very green nuts—they contain 20 to 30 per cent moisture—would be misleading perhaps because scales are few and far between and very costly thus far from civilization, all Brazil nuts throughout the Amazon are handled and sold by measurement, not by weight. Up-river the unit is a flour barrel, the most convenient and cheapest suitable measure at hand; in Manaos and Para, a hectolitre.

Buying and Selling Brazils

The washed and graded and measured nuts are loaded in bulk on little river steamers and shipped to the export centers of Manaos and Para, where they are sold, usually at auction, sometimes privately, to the exporters for shipment abroad. Occasionally, when the market is overstocked and prices particularly low, a receiver or even an upriver holder will store his nuts in the hopes of a better price later on, but this is very exceptional, for the nuts cannot be stored without great risk of spoilage. There are no trade secrets—the price at which each lot is sold, the names of the sellers and buyers, and the terms, are known at once, and cabled immediately abroad. The standards are rigid; the count per pound and percentage of sound cracking nuts always established. Yet all the openness with which the trade is carried on does not make for certainty of cost; the inevitable but always unknown subsequent shrinkage in transportation to England or America, and for months thereafter in storage and the equally unavoidable further deterioration, notwithstanding the utmost care exercised in handling the nuts, make it quite impossible to say beforehand what a certain lot will cost a month, or six months after purchase.

Varied in Character

There are many varieties of nuts, differing from each other in shape, size, color, moisture content, keeping and shelling qualities, largely depending upon the region of production (which usually gives each variety its name). The large washed, mostly from Manaos—are almost wholly sold in the shell—in England for Easter and during the fall—in America for the three great nut consuming holidays, Hallowe'en, Thanksgiving and Christmas. Some of the better grades of mediums are sold to the less exacting in-the-shell trade, but most of the medium and small nuts, the bulk coming from Para, are used for shelling.

All shipments of in-shell Brazils are made in bulk—each lot carefully stowed separately and frequently shoveled around to facilitate drying and prevent rotting; on arrival in New York the nuts are bagged for trucking to warehouse, where they are dumped to be stored in ventilated compartments and again frequently shoveled around to permit careful drying to reduce deterioration to a minimum.

Originally, Brazils were a fall nut, sold in the shell for the holidays. Perhaps 40 years ago, some one hit upon the idea of shelling out the luscious meats and selling them—to candy-makers particularly—for uses similar to almonds and walnuts. The shelling industry began and developed in the United States, very slowly and under considerable difficulties. The nuts are very irregular in size and shape. The kernels are firmly imbedded in the hard shell. Cracking and picking by hand was expensive, and the new nut was only slowly taken on by manufacturing confectioners and the consuming public. It was found that soaking in hot water helped loosen the kernels from the shell, but then the nuts had to be dried; if this was not done properly the meats be-



Originally, Brazil Nuts Were Difficult to Separate from Their Shells, but Improved Methods Have Simplified the Process Tremendously. Interior of Nut Shelling Plant. Note Motto in Background

came discolored, grew rancid and otherwise spoilt. Various machines for cracking were invented and developed, but none was very successful; they turned out too many pieces, or left too many nuts uncracked, for the irregularity of the nuts makes their handling by machine difficult. Yet costs were slowly lowered and quality improved as shellers gained more experience. More and more shelled Brazils were produced and sold. In the early days, before the war, Brazil kernels were occasionally exported even to England and Germany.

Two Important Markets

There have never been more than two important markets for Brazils—England and the United States. It was perhaps more natural that the revolution in the shelled nut industry which has taken place since 1922 should have started in England, favored by low freight and storage rates, no import duty, an over-supply of intelligent labor, ample capital, and a tradition of turning raw materials imported from abroad into manufactured goods, for re-export to foreign lands. The knowledge of the growing shelled nut industry in America led to experiments in England, where stocks were always plentiful, and trained laboratory men were available in large numbers at low cost. There at last was solved the problem of separating shell from kernel by secret patented processes based on superheated steam applied under pressure so that the kernels came out whole, undamaged and clean, with a minimum production of pieces which could only be sold at a considerable discount—so that a large yield of pieces necessarily raised the cost of whole nuts. For several years the bulk of the shelled Brazils consumed in America came from England, at prices, owing to efficient production methods, more attractive than possible to the home sheller, and of a quality and selection far superior to the product sold here.

(Turn to page 40, please)



THE Manufacturing RETAILER



IDEAS FOR EASTER

Goods Retail Shops Can Feature

By **GEORGE A. EDDINGTON**

Superintendent, DeMet's, Inc., Chicago

OFHAND there doesn't seem to be anything brand new that you can do for your Easter specials. Candy shops have been making the traditional rabbits, eggs, chicks, etc. for years, and the candy maker who is looking for something entirely different is on a vain quest. However, by use of imagination and ingenuity, even these seemingly outworn Easter goods can be made up in many different ways to make them look like something never before offered in a candy shop.

The old-time sentiment formerly put into candy and other things featured during special holiday seasons is now largely gone. In the rush of our present-day activities it is considered neither profitable for the manufacturer to spend the time and effort required to put that "special something" into our goods, nor can or does the public seem to have time to stop and really appreciate what has been put into such goods. In candy, as in many other things, craftsmanship has gone by the boards in favor of volume production so that the customer is not delayed too long in his hurry to nowhere. Further, people today want something they can eat; the old idea of buying a piece of candy for its looks has passed.

However, those retail-manufacturers who are located in the smaller towns or in home areas in large cities can produce a certain amount of this special, fancy holiday candy and make appreciable sales. There is a variety of fancy Easter candy that still enjoys a good demand. The biggest sellers are of course the various egg candies, fruit and nut eggs, maple nut eggs, coconut eggs and even jelly eggs, in smaller sizes. Cream eggs, too, still get a big play. These are made in water moulds, dipped in colored fondants for their various shades, and then decorated. Many a grown-up with children comes in to make a purchase of this type goods

for his youngsters, just so he has an excuse to buy some for himself.

Fancy eggs are about out now. There was a time when retail shops everywhere sold large quantities of these. However, cost of labor and materials has just about killed this market. Some of the very exclusive shops with a clientele willing to pay handily for its candy still feature a few of the old-time panorama eggs, which are a work of art and a source of wonder to youngsters, especially when the panoramas inside feature interesting views, as they formerly did. This larger type of egg still enjoys some little demand as indicated, but the general public today wants something that ranges in price from about 2 oz. for a nickel up to the one-pound fruit and nut egg selling for 50 cents.

Decorated eggs should range in price from about \$1 per lb. upward. The more time required to produce these eggs, the more you should get for them. There is a certain amount of prestige value in featuring decorated eggs in the retail shop, and while this business is not profitable in itself, you must have a little for sale and for decorative purposes merely to attract the right kind of customers for your other lines.

The best rule to follow on Easter goods, as I see it, is to make what you think you can sell after proper consideration of your location and the general class of your customers. Your sales records of previous years should be your best indicator in this respect. It is my experience that size of holiday goods should vary with "times" generally. When times are good, larger eggs will sell; when times are not so good, the demand runs to smaller pieces. My own observation for this Easter season is that medium size pieces will receive the greatest demand; yet, our own plans are to have enough of the larger pieces to enable us to put them into our win-

dow displays and to take care of such customers who ask for them.

The average small shop is not equipped to make jelly eggs for Easter. For these it is best if they contact a good wholesale manufacturer, possibly one specializing in jelly goods, and order a supply of these, made to your own specifications or taken from his best-quality stock. Remember, in ordering from the outside, that these candies advertise your store as much as that made right in your own shop. Therefore you cannot afford the risk of using a cheaper line. Your customers have come to expect a very definite quality from goods bought in your shop. If some of this candy you are buying on the outside falls below that standard, you are likely also to lose a customer for your own stuff. In a good retail shop this jelly goods cannot be classed with that obtainable in the five and tens, chain food stores, and so on. It is not a competitive line, particularly when it is made up to your specifications.

Another item that finds great favor for Easter is marzipan made into the shapes of little chicks. The marzipan is colored yellow to conform to the color of the chick's down. If your candy maker is handy at making shapes, there are a variety of other figures he can turn out for the Easter trade.

Decoration of holiday candy, especially Easter goods, varies with the locality or part of country in which you are operating. In some sections of the country, the customers like and want highly decorated goods, whereas in other parts they prefer the severely plain and simple decoration. It is easy to go too far in either direction. My own preference is for the chocolate or pastel eggs to have lesser decoration, particularly as far as inscriptions, etc. are concerned. I like the monogram type of inscription, with suitable decorative work around it. To me this is preferable to the tombstone effect which so much inscribed special holiday goods gives. All the pieces are to do is put one in mind of the season. Further, a simply decorated piece follows through better on the holiday idea than does the one inscribed "Happy Easter to Daddy Dear From Loving Gwendolyn." If we must send greetings, there are suitable holiday cards, telegrams, etc. which serve the purpose far better than does a piece of candy.

The Easter season offers a fine opportunity for the manufacturer wishing to make hard candies. Filled sticks, curls, jackstraws, strings, and twists are all most appropriate to the Easter box assortment or for individual sales. You fellows all know how to make this stuff, so I will refrain from going into more detail. What I should like to stress however, is that you get plenty of color into your hard candies. Easter represents the reawakening of joy after a long period of gloominess, and there's nothing which so illustrates joy as the bright pastel shades. Candy is no different from milady's Easter bonnet and new dress.

The advantage the retail shop has over other candy outlets at holiday time is that many of the things spoken of here are difficult to do in a chain or ordinary candy outlet. Fancy Easter goods is not adaptable for large-scale merchandising. The season is too short. On a volume basis, Easter goods is too expensive to make and it is not particularly attractive to that part of the public which ordinarily purchases all its candy in the chain stores, etc. These customers will not pay for such goods. Frankly, even in the smaller retail-manufacturer shops the candy maker is today allowed just so much time to make the goods which will actually sell, and very little "fan." I believe this is a mistake.

Early Spring Special

Maple Candies

30 lb. white sugar 20 lb. maple sugar
 3 lb. corn syrup

Cook this to 242° F., then pour on slab. Cream it and color to suit with burnt sugar. Then melt 50 lb. maple sugar in a sugar-water solution to make a good thick syrup. Set this aside.

Now take off 10 lb. of this syrup and put it into a small kettle and cook up to 238° F. Set off the fire and allow sharp heat to dissipate. Then stir in about 5 lb. of the above fondant. Drop out into wafers, patties, etc., or make into pecan fudge, kisses, bars, etc. Each batch thus taken off will represent one kind of finished goods. If you have some of the fondant left, you can use this to make dipping bon bons, maple creams, walnut or pecan balls, or coconut or nut rolls.

Display

An elaborate display for maple candies is to dress your window up to represent a scene in the woods where the maple sap is taken from the trees, cooked down to light syrup and then carted away on a stone boat to be cooked down still more.

A more simple display is to trim the window in green, to represent early spring, and then set out bowls and dishes of the various finished goods in tasty arrangement.

What attracts the people to the retail shop today is the chance to buy goods that is more or less "hand-made," or "home-made." We can hold this "nice trade" if we tend to our housekeeping and really make an effort to show the customers that we are trying to do something special for them. Too many of us forget this today in the rush of mass production and our relentless demand for volume. The better class of people patronize the shops where better merchandise is displayed and sold. This is the market which the "home-made" candy shop still retains today. It is the trade which is our particular responsibility. So, in preparing our line for Easter, let's forget about mass production, forget about volume, forget "dat ol' debbil Overhead" for a little while, and really try to do something unusual, something special for our patrons. Their appreciation of such special effort will be shown in the volume of our regular stuff which they will take away with them.

FROM THE CZECH COUNTRY

As a subscriber to your journal, we ask you for information on a prescription for chocolate varnish that is free of alcohol, and varnish for fruit-jellies, fruit-jels. The fruit-jelly and fruit-jel is not to be candied, but is to be glazed with a brilliant, durable coating.

(Signed) P. Propfe, Neschwitz, Czechoslovakia

Reply: We have sent you a formula for the glaze. Caution should be taken not to cool this solution too high, as it would be difficult to spray it over the chocolates. Spraying should be done slowly, with the addition of cool air to cool the syrup. The proper amount of syrup to be added is easily learned by experience. The glycerine acts as a drying agent and the gum arabic as a filler. Three or four treatments with the finisher are necessary to obtain proper results. The cooling process takes from 10 to 15 minutes, according to the amount of air admitted.

OPENS NEW MERCHANDISE MART CANDY SHOP

Coincident with the anniversary of her start in the candy business 29 years ago, Mrs. Ora Snyder, founder of the Mrs. Snyder's Home Made Candies stores, opened a new shop recently in the newly completed north arcade on the first floor of The Merchandise Mart in Chicago. Occupying almost 1500 square feet close to the building's main bank of elevators which carry 48,000 persons daily, the new shop, one of 16 Snyder shops in Chicago, is located directly above the spot where three decades ago Mrs. Snyder began her career in the making and selling of home made confections.

Before opening in the new quarters, Mrs. Snyder's new shop was located at one side of the central lobby of the Mart building, with little more than half as much space. The move provides additional space for display and a small room in the rear where packaging of standard assortments may be done.

Decorative scheme of the shop is a softened modernistic mood, employing a clever treatment of warm white and pale green pastels in a paneled effect on the upper wall. Each panel is relieved by simple and artistic silhouette done in black wrought iron. These are in patterns of small garden scenes.

Display cases are double shelved, closed front type bases in green pastel trimmed in geometric lines of silver, edged in black. Cases are ranged along one wall, backed by shelving in attractive matching green where a normal day's supply of ready-packaged assortments are kept. Trays of candies are kept in the glass show case for per-



Mrs. Ora Snyder Dipping Coconut Bon Bons in Her Newest Shop Just Recently Opened in the Merchandise Mart, Chicago. Mrs. Snyder Began Business on Almost This Very Spot 29 Years Ago

sonally selected orders. An additional case closes off the rear of the store.

Along the opposite wall, stands a many-stepped art-chrome with glass shelves. Novelty figures of every character from fable and comic strip are employed to merchandise hard candies. Included are a Popeye, well supplied with candy pipes and a Wimpy, bain of his life, well stocked with candy hamburgers; also, a whimsical Ferdinand the Bull, whose unusual mouthpiece is replaced by a colorful bouquet of vari-colored candy suckers.

TOBACCO DISTRIBUTORS MERCHANDISE CANDY

One of the round table talks at the recent convention in Chicago of the National Association of Tobacco Distributors was based on the subject: How can a wholesale tobacco distributor successfully merchandise sidelines and sundries which include pipes, candy, etc.?

Ten members of the industry attended the round table discussion on this subject and worked out the following answers to this problem: If a tobacco jobber with four or more salesman selling cigars, cigarettes and tobaccos wishes to merchandise candy, his first objective should be to get a quality line on an exclusive distribution basis; second, hire a good salesman who will sell candy only, devoting 100 per cent of his time to selling and promoting candy business.

His next step, according to the opinions of the tobacco jobbers, should be to get the co-operation of each tobacco salesman to help from time to time to get a thorough distribution of the certain candy his company is handling. This should come after he has made all the jobber's customers aware that his house is in the candy business as well as the tobacco business.

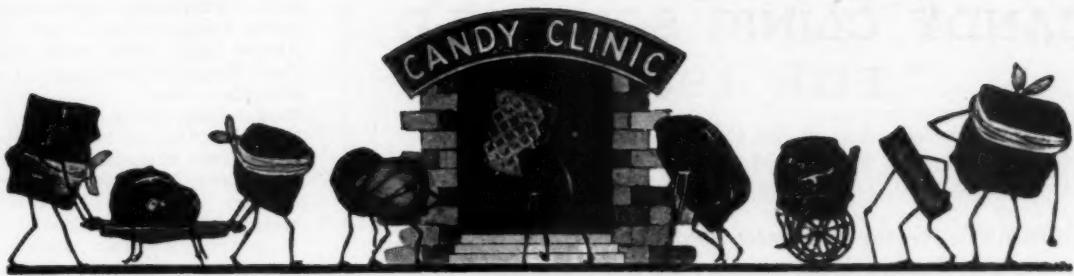
The round table discussion concluded that the best way to get results is by having the candy salesman as well as the cigar and tobacco salesmen devote an entire week to promotion of the candy; then, each tobacco salesmen takes from stock each morning a given number of boxes of this bar (or whatever the candy may be) and do his level best to place one box of this candy with each customer called on during the entire week.

The tobacco jobbers felt that in this way a considerable distribution of candy can be made in a week's time of the item worked, and by the consumers seeing this or that item in so many stores the sales made by the retailer will be of sufficient volume to represent a real additional profit for the tobacco jobber.

NEW COMPANY IN PRODUCTION SOON

Industrial Sugars Corporation has joined the Chicago manufacturing community and considerable progress has been made toward completion of a plant in Chicago for manufacturing all types of liquid sugars and invert sugar for the use of the confectionery and other industries using sugar.

The company is headed by Dr. Joseph F. Leete, formerly connected with the National Sugar Refinery Company and the Nulomoline Company. Another officer, well known to the sugar consuming industry is Nedjati Fuad, who was formerly chief chemist of the Nulomoline Company and the American Molasses Company and Research Director for Applied Sugar Laboratories.



THE INDUSTRY'S CANDY CLINIC

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

1 lb. CHOCOLATE ASSORTMENTS

Code 3A39

Assorted Chocolates—1 lb.—60c
(Purchased in a department store,
San Francisco, Cal.)

Appearance of Package: Good.
Box: One layer, light tan, name and seal embossed in gold, tied with a blue grass ribbon.

Appearance of Box on Opening: Good.
Number of Pieces: 25 dark coated, 4 light coated, 2 foiled pieces.

Coatings:

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Centers—Dark Coated:

Vanilla Cream: Good.

Molasses Sponge: Good.

Peppermint Cream: Good.

White Cream: Could not identify flavor.

Light Pink Cream: Could not identify flavor.

Nut Chew: Good.

Raisin Cluster: Good.

Centers—Light Coated:

Vanilla Cream: Good.

Light Pink Cream: Could not identify flavor.

White Cream: Could not identify flavor.

Assortment: Too small.

Remarks: Assortment contained too many creams. Suggest more hard and chewey centers.

Suggest flavors be checked up as most cream pieces did not contain enough flavor to be tasted. Also suggest a glassine liner, to be used inside box also an outside wrapper of cellulose. Box is neat and attractive but candy is in the 30c to 40c a lb. class.

The Candy Clinic
The Manufacturing Confectioner
Chicago, Illinois

It is with great pleasure that we are sending you under separate cover two one-pound boxes of our assorted chocolates for your consideration. We are pleased to advise the suggestions which you have made from year to year have been taken care of as they were suggested by the Clinic.

We are always interested in your opinion of our merchandise, as it enables us to keep a close check on our product, and keep it above average.

(Signed) F. W., Ohio

good. Cream hard.

Glace Pineapple: Good.

Vanilla and Chocolate Cream: Good.

Vanilla Marshmallow: Good.

Chewey Nut Nougat: Good.

Peppermint Cream: Good flavor but poor cream.

Ginger and Cream: Good.

Almond Paste and Chocolate Paste: Good,

Marshmallow and Jelly: Good.

Chocolate Caramel: Good.

Brazils: Good.

Coffee Cream: Flavor good, cream poor.

Chips: Good.

Filberts: Good:

Nut Taffy: Good.

Banilla Nut Caramel: Good.

Chocolate Caramel and Nut Taffy: Good.

Metal Cups Praline Center: Good.

Coconut Paste: Good.

Cordial Pineapple Fruit: Good.

Cordial Cherry: Good.

Nougat Cellulose Wrapper: Good.

Caramel and Nougat: Good.

Assortment: Fair.

Remarks: Box and candy are not up to the \$1.50 a lb. standard. Box is very cheap looking and more attractive boxes are on the market retailing at 60c the lb. Candy is in the dollar class. The consumer is looking for "everything" in a \$1.50 a lb. box. Box does not have to be gaudy but has to be neat and attractive and look as if it belonged in the high class field.

Cream centers are not up to standard, flavors were good but cream was not smooth and some pieces were almost a cordial.

Assortment should contain more nut meats also more expensive centers.

Code 3B39

Assorted Chocolates—1 lb.—\$1.50
(Purchased in a Retailer's Shop,
New York City)

Appearance of Package: Fair.

Box: Square, single layer, extention bottom, white printed in red, tied with a red tassel silk cord, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 39 dark coated, 4 foiled pieces, 4 cellulose wrapped nougats, 2 vanilla and chocolate nougat caramels.

Coating—Dark:

Color: Good.

Gloss: Fair.

String: Good.

Taste: Good.

Centers:

Maple Cream and Caramel: Taste

CANDY CLINIC SCHEDULE FOR 1939

The monthly schedule of the Candy Clinic is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Salted Nuts; Chewy Candies; Caramels

MARCH—Assorted One-Pound Boxes of Chocolates

MAY—Easter Candies and Packages; Moulded Goods

JULY—Gums and Jellies; Marshmallows

AUGUST—Summer Candies and Packages; Fudge

SEPTEMBER—Bar Goods of all types

OCTOBER—Home Mades: 5c-10c-15c-25c Packages Different Kinds of Candies

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

Suggest candy and box be completely revamped or this box will never be a large seller at \$1.50 the pound.

Code 3C39

Assorted Chocolates—1 lb.—80c

(Purchased in a candy shop,
New York City)

Appearance of Package: Good.

Box: Two layer, extention type, light gray color, printed in blue, red and gold, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 46 dark coated, 3 foiled.

Coating—Dark:

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Centers:

Almonds: Good.

Vanilla Caramel: Good.

Almond Taffy: Good.

Chocolate Nut Nougat: Good.

Assorted Nut Taffy: Good.

Vanilla Buttercream: Good.

Nut Cluster: Good.

Butterscotch: Good.

Coconut Paste: Good.

Apricot Nut Jelly: Good.

Filbert Cluster: Good.

Orange Peel: Good.

Orange Peel Cluster: Good.

Brazils: Good.

Chocolate Caramel: Good.

Fruit Jelly: Good.

Glace Pineapple: Good.

Peppermint Cream: Good.

Raspberry Cream: Good.

Maple Cream: Good.

Caramallow: Good.

Almond Nougat: Good.

Coffee Cream: Good.

Vanilla Caramel and Jelly: Good, but jelly grained.

Assortment: Good.

Remarks: The best 80c box of chocolates that the Clinic has examined in some time. Box and chocolates are in the one dollar class.

The Clinic has examined many dollar boxes that do not compare to these 80c a lb. chocolates.

Code 3D39

Minatures—1 lb.—49c

(Purchased in a chain cigar store,
New York City)

Appearance of Package: Good.

Box: Two layer, white printed in brown, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 102, one jordan almond, one half dipped brazil.

Coating—Dark:

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Centers:

Raspberry Jelly: Good.

Hard Candy Filled Blossom: Good.

Vanilla Caramel: Good.

Vanilla Marshmallow: Good.

Nut Nougat: Good.

Chocolate Cream: Good.

Filberts: Good.

Butterscotch: Good.

Vanilla Cream: Good.

Raspberry Cream: Good.

Chocolate Caramel: Good.

Coconut Cream: Good.

Peanut Cluster: Good.

Maple Pecan Cream: Good.

Coffee Cream: Good.

Apricot Jelly: Good.

Fruit Nougat: Good.

Almonds: Good.

Orange Peel: Good.

Molasses Chips: Good.

Hard Candy Blossom: Good;

Hard Candy Filled Stick: Good;

Cashews: Good.

Molasses Plantation: Good;

Hard Candy Blossom: Good;

Jordan Almond: Good;

One Half Dipped Brazil: Good.

Assortment: Good.

Remarks: This is the best box of minatures at this price that the Clinic has examined.

Code 3E39

Assorted Chocolates—1 lb.—25c

(Purchased in a 5 & 10c Store,
New York City)

Appearance of Package: Good at this price.

Box: Light tan, name in black, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 46 dark coated, 2 foiled.

Coating—dark:

Color: Good.

Gloss: Fair.

Strings: Fair.

Taste: Fair.

Center:

Chips: Too hard.

Vanilla Chew: Fair.

Chocolate Cream: Fair.

Pink Cream: Could not identify flavor.

Molasses Chew: Fair.

Hard Candy Sticks: Good.

Vanilla Marshmallow: Good.

Vanilla Caramel: Good.

Peppermint Cream: Good.

Coconut: Good.

Jelly: Could not identify flavor.

Assortment: Too small.

Remarks: Candy is not up to the 25c standard. This type of candy is found in pail goods that retail for 15c to 20c the pound. Better candy can be purchased in many chain stores at 20c the pound.

Code 3F39

Assorted Chocolates—1 lb.—\$1.00

(Sent in for Analysis No. 4344)

Appearance of Box: Good.

Box: Two layer, extention type, pink, printing in blue and white, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 55 — 4 cellulose wrapped pieces, 4 foil wrapped pieces.

Coating—Dark:

Color: Good.

Gloss: Good, on about 50%—balance partly bloomed.

Strings: Good.

Taste: Good.

Centers:

Butter Crunch: Good.

Chocolate Nut Cream: Good.
 Cherry and Cream: Good.
 Casew Nut: Good.
 Pineapple and Cream: Good.
 Walnuts: Good:
 Hard Candy and Nut Paste: Good.
 Pecans: Good:
 Nut Taffy: Good.
 Nut Taffy: Good.
 Cellulose wrapped pieces, Caramels and Almonds half dipped and dropped in sprills: Good.
 Milk Chocolate coated pieces wrapped in foil, Vanilla Caramels: Good.

Assortment: Too small.

Remarks: Suggest the false bottom be left out of the box as it is deceiving to the consumer.

To improve assortment suggest a few good chewy nougats, a few hard chips, three or four different creams and one good jelly, a few chewy pieces.

Suggest the pieces that bloomed nut toffees, butter crunch, etc. be dipped in milk chocolate.

Address should be printed on cover.

Code 3G39

Assorted Chocolates in Heart Box —1 lb.—75c

(Sent in for Analysis No. 4344)

Appearance of Package: Fair. Heart, plain, red, cut edge heart, cellulose wrapper.

Appearance of Box on Opening: Good.

Coatings—Dark and light:

Colors: Good.
 Gloss: Fair.
 Strings: Good.
 Taste: Fair.

Number of Pieces: 17 dark, 16 light, 2 foiled.

Centers Dark Coated:

Maple Cream: Good.
 Vanilla Cream: Good.
 Chocolate Nut Cream: Fair.
 Pink Cream: Could not identify flavor.
 Yellow Cream: No flavor.
 Orange Cream: Rank flavor.
 Vanilla Nut Cream: Good.
 Green Cream: Rank flavor.

Light Coated Centers:

Caramel or Toffy: Texture—Tough:

Official Bulletin of the International Office for Cocoa and Chocolate

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Brussels, Belgium

Annual Subscription
30 belgas

CANDY TIED WITH

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R. C. TAFT CO.

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Jordan Almonds: Good.

Assortment: Fair—too many cream and jellies.

Remarks: Chocolates are not up to the dollar a pound standard.

Cream centers were not good; cream is "watery" and not smooth enough. Some of the flavors were very cheap tasting. Jellies were of the cheapest kind and did not belong in one dollar box. Coating of this grade is used on 60c chocolates. Dipping was carelessly done. Very cheaply made heart. If any repeat business is expected on these chocolates considerable revamping will be necessary in the manufacturing of the centers, also the coating.

Code 3J39

Assorted Chocolates—1 lb.—\$1.00

(Sent in for Analysis No. 4346)

Box: Red heart, dance scene printed in center, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 22 dark coated, 22 light coated, 4 Jordan almonds, two foiled pieces.

Coatings—Dark and Light:

Colors: Dark.
 Gloss: Good.
 Strings: Good.
 Taste: Fair.

Dark Coated Centers:

Chocolate Nut Fudge: Good.
 Peppermint Cream: Fair.
 Vanilla Cream: Fair.
 Applebutter Jelly: Fair.
 Vanilla Coconut Paste: Good.
 Vanilla Caramel: Good.
 Raspberry Jelly: Good.
 Orange Cream: Good — too much color used.

Vanilla Nougat: Good.

Cream Brazils: Good.

Vanilla Marshmallow: Fair.

Molasses Coconut and Raisens: Good.

Cordial Cherry: Good.

Light Coated Centers:

Almond: Good.

Vanilla Marshmallow: Fair.

Cordial: Fair.

Molasses Coconut and Raisens: Good.

Hard Candy Blossom: Good.

Brazils: Good.

Code 3H39

Assorted Chocolates—1 lb.—\$1.00

(Sent in for Analysis No. 4345)

Appearance of Package: Good.

Box: Red heart, Inn scene printed in the center, cellulose wrapped.

Appearance of Box in Opening: Good.

Number of Pieces: 28 dark coated, 17 light coated, 2 Jordan Almonds.

Coatings—Dark and Light:

Colors: Good.
 Gloss: Fair.
 Strings: Good.
 Taste: Fair.

Dark Coated Centers:

Vanilla Caramel: Good.
 Jelly: Fair—could not identify flavor.
 Coffee Cream: Fair—lacked flavor.
 Nut Nougat: Good.
 Vanilla Cream: Fair.
 Orange Cream: Good. Too much color used.
 Vanilla Marshmallow: Good.
 Vanilla Nut Caramel: Good.
 Hard Candy Blossom: Good.
 Peppermint Cream: Fair.
 Vanilla Cream: Fair.
 Almond: Good:

Light Coated Centers:

Cream Brazil: Nut had an old taste.
 Cherry Cream: Fair.
 Vanilla Coconut Paste: Good.
 Molasses Coconut: Good.
 Almonds: Good.

Ferbo A and B BUTTER FLAVORS

HIGH GRADE and RANCID PROOF

Emulsion "A" \$5.90 per gal.

Liquid "B" \$5.40 "

F. O. B., any point in U. S. A.

THE FERBO CO.

MADISON, N. J.

NEW ENGLAND PUTS ON BIG CANDY SHOW

A window display contest for retail candy outlets within a 10 mile radius of Boston was the means of publicizing the trade show and candy pageant to be held by the New England Manufacturing Confectioners Association March 28 through April 1 at the Mechanics Building in Boston. Formal entries will be accepted by the committee until March 20th.

Stores are divided into three groups, for this competition: A group, candy stores; B group, department, multiple drug stores, and syndicate chains, and C group, individually owned stores, including drug, grocery, etc. Prizes of the same value will be awarded to the store and to the decorator in each group. To the store in each group whose display receives first mention, \$25.00; to the store in each group whose display receives second mention, \$15.00; to the store in each group whose display receives third mention, \$10.00; to the decorator in each group whose display receives first mention, wrist watch; to the decorator in each group whose display receives second mention, latest style wrist watch; to the decorator in each group whose display receives third mention, a men's latest style wrist watch.

The names of the judges and the time and place of announcing winners will be given later. An attendance of about 240,000 from the general public is expected besides thousands directly associated with the candy

industry. Wholesale candy manufacturers, retail candy manufacturers, jobbers, suppliers and different companies doing business with the candy industry are cooperating with the association by setting up exhibits of their respective products at the show. This will bring together under one roof raw materials which go into making of confections as well as supplies and machinery necessary for the manufacturing of candy. To facilitate the bringing together of manufacturers with the suppliers at the show, the latter have been assigned the whole lower floor of the show display space. The finished product division will be on the first floor, and both divisions will be open during the day as well as the evening when the public will be admitted after 6:30.

Extensive plans have been made to assure a large public attendance at the five-day show. Each night outstanding orchestras will play and present their radio or stage performers. Tuesday night Richard Himber and his broadcasting orchestra will play; Wednesday night Ben Bernie and his company will be there; Thursday and Friday evenings Paul Whitman, King of Jazz, will entertain, and Saturday afternoon and evening a leading New England favorite will play. Another highlight will be crowning the candy queen at the close of the candy show. Tickets for the general public are already being sold through a unique contest which stimulates ticket-selling interest, as ticket-sellers are awarded valuable premiums for their efforts.

Vanilla Coconut Cread: Fair.
Cream Brazil: Good.
Lemon Cream: Fair.
Jordan Almonds: Good.
Assortment: Too many creams.
Remarks: Chocolates are not up to the one dollar standard.

Cream centers are too "watery" and gritty. This grade of coating is used on 60c and 80c chocolates, not dollar chocolates.

Assortment needs more hard and chewy centers. Marshmallows were too tough. Flavors in the Jordan almonds too strong and not quality flavors.

If repeat business is expected on this box considerable revamping will have to be made to centers and a better grade of coating used.

Cheaply made heart. We find cut edge hearts on the market from 25c a pound up.

Assorted Chocolates—1 lb.—55c

Code 3L39

(Sent in for Analysis No. 4347)

Appearance of Package: Good.

Box: White, printed in blue. Center of box has an outline map of Circleville, neat and different. Cellulose wrapper. Also a white band wrapper tied with pink grass ribbon.

Appearance of Box on Opening: Good.
Numer of Pieces: 40.

Coating—Dark:

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good—for this priced candy

Centers:

Vanilla Caramel: Good.

Peanut Taffy Chew: Good.
Chocolate Caramel: Good.
Raspberry Cream: Good.
Vanilla Coconut Cream: Good.
Peppermint Cream: Good.
Fruit Nougat: Good.
Nut Nougat: Good.
Brazil: Good.
Vanilla Nut Cream: Good.
Vanilla Marshmallow: Good.
Maple Cream: Flavor too strong.
Chocolate Nut Caramel: Good.
Vanilla Nut Caramel: Good.
Chips: Good.
Almonds: Good.
Filbert Clusters: Good.
Pecan Top Cream: Good.

Assortment: Good.

Remarks: This is the best box, at this price, that the Clinic has examined. Box was neat looking, packing was well done and candy is of good quality. This box should be a good seller at 55c the pound.

Code 3K39

Assorted Chocolates in Heart Box

—1 lb.—\$1.00

(Sent in for Analysis No. 4345)

Appearance of Heart: Good.

Heart: Red, name in gold, red satin ribbon bow in center, cellulose wrapper.

Appearance of Heart on Opening:
Good.

Number of Pieces: 26 dark coated, 18 light coated, 4 foiled pieces.

Coatings: Dark and Light.

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Dark Coated Centers:

Chocolate nut cream: Good.

Nougat: Good.
Orange Cream: Lacked flavor.
Square Jelly: Lacked flavor.
Raspberry Jelly: Good.
Vanilla Cream: Fair.
Light yellow cream: Lacked flavor.
Date: Good.
Vanilla Nut Caramel: Good.
Almonds: Good.
Peppermint Cream Wafer: Lacked flavor.
Light Coated Centers:
Vanilla Cream: Good.
Nut Ting Ling: Good.
Vanilla Caramel: Good.
Hard Candy Blossom: Good.
Walnut: Good.
Twin Filberts: Good.
Prune Paste: Good.
Chocolate Paste: Good.
Pecan: Good.
Foiled Brazil Nut: Good.
Foiled Peppermint Wafer: Lacked flavor.

Assortment: Fair.

Remarks: Candy is not up one dollar a pound standard.

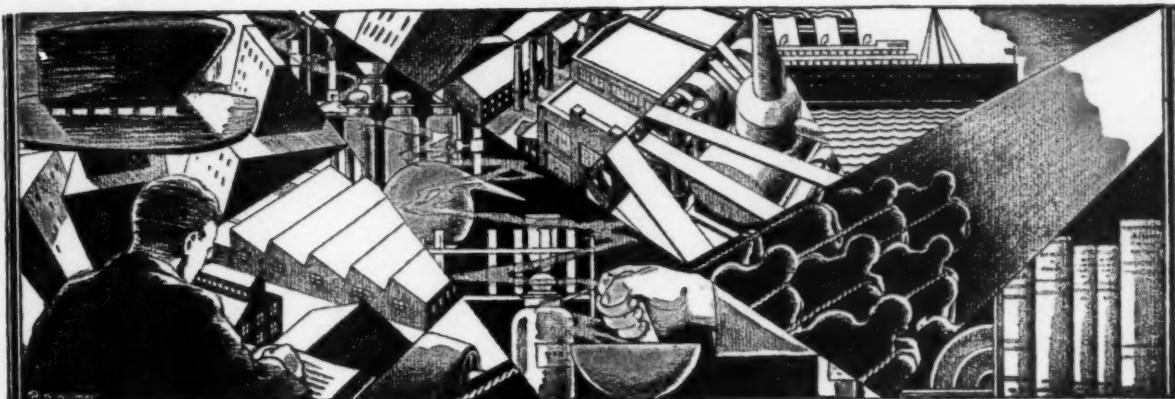
Many pieces lacked flavor and some did not taste as if any flavor was used.

Too many jelly pieces were used, creams were almost like a cordial—too soft.

Suggest that better flavors be used and enough used to give centers a good taste.

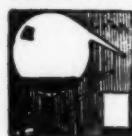
Two pieces of jelly are enough in a pound box. A few good hard and chewy centers would improve the assortment.

Dipping was carelessly done in a number of pieces. The same can be said about some of the stringing.



TECHNICAL LITERATURE DIGEST OF INTEREST TO THE CONFECTIONERY INDUSTRY

Chocolate for Diabetics



Determination of Sorbitol. Chas. Valen-cien and Jean Debusses. *Mitt Lebensm. Hyg.* 28, 17984 (1937).

THE METHOD is based on Werder's determination in which Sorbitol in cider added to wine is separated as dibenzal-sorbitol after treatment with benzaldehyde and sulfuric acid. . . . (Sorbitol is produced commercially in the United States as a dry white granular substance having a relative sweetness of over 50 percent as compared with cane sugar. It is a sugar alcohol extensively used abroad in the preparation of chocolates for diabetics. Inquiries to this department are invited.—Editor.)

Honey

Mineral Constituents of honey. II. Phosphorus, calcium and magnesium. H. A. Schuette and D. J. Hueninck. *Food Research* 2, 529-38 (1938).

WITH THE exception of calcium, the higher mineral content of honeys is correlated with darkness of color. Values expressed as mg. per kg. are as follows: silica 13-27, phosphorus 23-58, calcium 5-266, and magnesium, 8-126.

Orange Juice Concentrate

Development of concentrated orange juice. C. P. Wilson. *Calif. Citrograph* 23, 2,30 (1937).

CONCENTRATED orange juice is prepared by extracting the juice of fresh oranges by means of specially designed rollers, freeing it from pulp by screening, and centrifuging. The clarified juice is concentrated under vacuum (26-27 in. at 100-104° F. to 72% total solids). The concentrate so produced resists fermentation quite well. It may be kept at 34° F. without preservatives.

Fig Syrup

Fig-product investigations. H. M. Reed. *Texas Agri. Expt. Sta., Ann. Rept.* 1935 (48th Rept.) 165-6 (1936).

FIG-CITRUS fruit pastes containing excessive orange peel tend toward rancidity in storage. Fig syrups may be prepared by extracting either unpeeled or peeled fresh figs with hot water, filtering, and concentrating under vacuum to 63% sugar. The syrup has a dark amber color. The flavor is neutral with very little suggestion of fig flavor.

Measuring the Jelly Strength of Gelatin

Confectionery Production 4, 23-5 (1938).

THIS PAPER discusses the construction and operation of a balance-type of instrument for measuring the resistance of deformation by an applied force insufficient to break the jelly.

Aniline Color

Rat sarcoma produced by the injection of the dye Light Green F. S. Walter Schiller. *Am. J. Cancer* 31, 486-90 (1937).

LIGHT GREEN F. S. in 1-3 cc. injections of 2-3 per cent solutions produced transplantable tumors in rats (artificial cancer).

Dried Fruits



W. Burns Brown. *J. Soc. Chem. Ind.* 57, 31-61 (1938).

DURING storage important changes occur in the moisture content of dried fruit. An inexpensive vacuum oven for drying fruit at 70°C. is described.



EDITORIAL

Get Started

Elsewhere in this issue is a "box" which tells, in a few words, the principal requirements for labeling under the new Food and Drug law. We bring this to you in order to emphasize again that so far as the Food and Drug Law Administration is concerned, confectionery manufacturers will have to conform to the law as it was passed and to the regulations which were promulgated for the food industries in November. No exemptions have been made by the Administration for confectionery other than sweet chocolate and milk chocolate. Nor are exemptions for other confectionery items in prospect for some time.

Without doubt many confectionery manufacturers have been stalling off revamping their labels to conform with the laws under the false impression that other exemptions might still be made between now and June 25. This attitude has not been helped by the conflicting information broadcast about the law. There has been too much of such misleading "experting," to much of going off half-cocked, too much talk generally. The result is that the industry as a whole is utterly confused, and almost entirely unprepared to undertake the huge task of changing labels, wrappers, boxes, etc., to make them conform with the law.

Our information, direct from the Food and Drug Law Administration, is that no further exemptions will be made. So you may as well get started on the job. But before you do start, make a thorough review of the entire law and the regulations which have been promulgated concerning the candy industry.

What About Fair Trade?

Passage of the Fair Trade laws with their price maintenance features has resulted in the establishment of two very definite and lusty-voiced schools of thought relative to their benefit or detriment. One group is claiming to prove without a possibility of a doubt that prices are now lower and the public general is benefitting under the price maintenance features of the Fair Trade laws; the other group shows with equally irrefutable proof that the price maintenance features of these laws have raised prices and that the public is paying through the nose once more.

Now, it stands to reason that both groups cannot be one hundred per cent right, even though their figures are difficult to ignore. So what?

The answer to that question seemed to be forthcoming not so long ago when it was proposed that the W.P.A. undertake to make a survey of the situation. However, since that idea was thrown out, both the public as well as industry, especially the non-durable goods trades,

are more or less up in the air. It would seem to be the time, now, to have an impartial agency make a thorough study of the situation and file a complete report on their findings, both for information of the public as well as for business generally. Enough time has elapsed to enable investigators to obtain a pretty accurate picture.

Educating the Public

Speaking before the National Dairy Council last Fall, Dr. E. V. McCullom of John Hopkins University said, "It is self evident that, in the light of what we know about present-day promotion, a constant vigilance and sustained instruction of the public will be necessary in order to prevent great confusion arising in the minds of food consumers as to what they should buy and eat . . . Each of the food industries should continually support an educational organization which presents, honestly and fairly, the knowledge which we possess concerning the properties of foods which are combined into our daily menus. Only by such means will the health of the Nation be safeguarded."

Dr. McCullom was speaking here of doctored foods and vitamin preparations, but what he said applies equally well to candy. There is still a great deal of misinformation in the minds of the public concerning candy and its effect on the human body. Only recently, again, the old tooth decay bugaboo was dis-interred by a man doing dental research at the University of Michigan. His contention is that candy eating causes tremendous multiplication in the mouth of the bacteria which are responsible for tooth decay.

Refutation here would be honoring this theory with recognition far beyond its importance. Besides, scientific files are crammed with data much too voluminous to be cited in contradiction of the old sugar-dental caries theory. Nevertheless, such attacks are constantly being made upon candy, and by inference, upon the industry which produces it. The result is that the public not only is confused, but many of our so-called "best minds" are definitely antagonistic toward candy of any kind.

This seems to be the place for a real educational job on candy. Not a ballyhoo job, but an honest, forth-right undertaking which leaves no doubt in the public mind as to the place of candy in the diet, the benefits to be derived from the raw materials which are used to make it, the processes by which it is made, the sanitary conditions maintained in candy plants, the health of the people employed in its manufacture, and much other information upon which the public can base its faith in the products we make and sell. Such a campaign would gain the immediate support of most media for public information. And that would be a tremendous boost for the Industry.

THE Standard



CITRUS PECTIN for CONFECTIONERS

WIRE OR WRITE FOR SAMPLES AND FORMULAS



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PRODUCTS DEPARTMENT
ONTARIO, CALIFORNIA

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IMMEDIATE DELIVERY FROM WAREHOUSE IN NEW YORK, CHICAGO, SAN FRANCISCO

Williamson Writes On

INDUSTRIAL RELATIONS

GEORGE H. Williamson, president of the Williamson Candy Co., Chicago, appeared as author of an article titled "In Closer Touch With Employees" which appeared in the *Executives Service Bulletin* for February, published by the Metropolitan Life Insurance Co., New York.

As an organization grows, says Mr. Williamson, the close contact with each other formerly enjoyed by both employer and employee is gradually lost. He cites two methods of restoring this relationship, first by bringing in a specialist to bridge the gap, and secondly by working out a solution within one's own organization similar to the method adopted by the Williamson Candy Co.

During the period of foundation and growth of the business, the company had no personnel problem, but with the coming of the 1932 depression when the drop in demand made it necessary to reduce payrolls, the executives had another opportunity to learn at first hand some of the problems confronting their employees. As a result, writes Mr. Williamson, he again made it a point to attend personally the social affairs conducted by the employees, and from this he learned that the employees as a group were merely an enlargement of the few who had worked with him in starting the business. The only change was that circumstances had forced him to lose touch with their human side.

Renewal of these employee contacts resulted in the drawing of junior salesmen from the factory force and girls from the factory for office work; setting up a group insurance and pension plan; credit union; an old-timers' club, etc. One of the offshoots of the social activities of the Employees' club was the organization of a system for suggestions different from systems tried previously and unsuccessfully. This was in the form of an informal suggestion committee.

The factory was divided roughly into seven divisions according to location and type of work performed, without regard to the number of workers in each division. The employees' club then selected a ways and means committee of seven members, each member to be replaced by a new member at the end of a year. It was impressed upon these members that they attended the committee meetings on company time and that full freedom of speech without penalty or discrimination was

the rule in theory as well as practice. It was made clear that each was to interpret the company to his fellow-workers in his group and to transmit the ideas of these employees to the company. Committee members were invited to ask questions concerning the company or the business and to present suggestions for betterment of products, methods, plant, and working conditions.

Notes are made of the matters brought up; these are typed and copies are given to the committee members, main factory executives, and the comptroller. If suggestions or criticisms are not accepted by the executives, full reasons for rejection must be given the committee members at the following meeting.

"We had flattered ourselves," says Mr. Williamson, "that our plant was quite efficient and that we were good employers, and consequently, that there would be few criticisms of working conditions, methods and plant. When those committee members began to talk, however, they opened our eyes to many things." Much of the criticism was found to be sound and sensible and much sound thinking was uncovered relative to efficiency and other matters concerning operations.

Nothing could induce the company to discontinue this system, says Mr. Williamson. It has opened up a direct path between employees and the top executives; it has strengthened and stimulated factory organization as well as management; supervisors began to take care of small matters without delay, to give greater consideration to individual employees under their jurisdiction, and to co-operate more fully with each other. An unusual development of the newer attitude on employee relations was the inauguration of a plan under which employees and their friends and relatives could make conducted tours of other departments in the plant. This acted as a stimulus to the employees on duty.

Another development is that the management of the company has inaugurated a system of holding meetings regularly completely away from the factory and from Chicago. Distance from the regular sphere of activity enables the officers to meet more informally and to view their problems with an entirely different perspective. Renewed ambition, inspiration and reconciliations of differences of opinion result.

NO IMMEDIATE REVISIONS IN LABELING REQUIREMENTS

Under date of March 2, W. G. Campbell, chief of the Food and Drug Administration of the U. S. Department of Agriculture addressed a letter to all food manufacturers, packers and distributors. It follows:

"While the progress made to date by food, drug, and cosmetic manufacturers in revising labels to comply with the Food, Drug, and Cosmetic Act which becomes effective on June 25, is gratifying, information reaches us that some food manufacturers and distributors are to a considerable extent still postponing the task of revising labels because of rumors of further announcements from the Department clarifying, interpreting, or elaborating upon the Act and regulations.

"The purpose of this announcement is twofold. First, to impress upon all that no such announcements are contemplated. The Act was signed June 25, 1938, and specified the unusually long period of twelve months for all necessary adjustments before the effective date of the food provisions. It is believed that the language of the Act itself leaves no doubt as to the kind of labeling that would fully meet the requirements. Manufacturers were in a position last June, therefore, to begin at least the preliminary review and revision of their labels. The general regulations were publicly announced in tentative form on October 15, and issued in final form on December 28, 1938. These in effect constitute the Department's interpretation of the Act. The promulgation of these regulations cleared the way for immediate attention to general label revision. On February 15, the Secretary under authority of section 902(a)(2) of the Act designated the following foods as exempt from the requirements of section 403(i)(2) as to listing of ingredients for a reasonable period of time of two years to permit the formulation of definitions and standards of identity: white, whole wheat, milk, and raisin breads; evaporated milk; sweetened condensed milk; malted milk; unmixed, immature canned vegetables; unmixed canned fruits, canned oysters, clams, shrimp, and fish roe; sauerkraut; olives in brine; cheeses, oleomargarine; mayonnaise dressing; fruit preserves, sweet chocolate; sweet milk chocolate; lemon, orange, and vanilla extracts. In addition hearings have already been held on proposed definitions and standards for tomato juice, puree, paste, and catsup, and canned tomatoes. Hearings have also covered several egg products the labeling of which is fairly simple.

"No opportunity has yet presented itself to consider the issuance of regulations under section 403(j), prescribed certain information regarding vitamin and mineral content on dietary foods, but undetermined labeling questions under this section are restricted to a relatively narrow field.

"The second purpose of this notice is to appeal to manufacturers and others to refrain from submitting specimens of current stocks of labels to the Administration for review as to their legality under the new Act before an attempt has been made by the responsible manufacturers to revise the labels when and as it appears necessary after careful attention to the language and spirit of the law and regulations. The Administration will, of course, continue its long-standing policy of pointing out applicable provisions of the law on drafts of proposed revised labels submitted for that purpose to the extent to which time can be diverted from regulatory operations. At present, however, the facilities at our disposal are entirely too limited to give the detailed replies we would desire to give in view of the relatively enormous volume of inquiries received at this time, and answers to which, in the main, are to be found in the law and regulations.

Sales of confectionery and competitive products during January 1939, were fractionally below the sales for the same period in 1938, according to reports prepared by the U. S. Department of Commerce in co-operation with the Marketing Research division. Manufacturers of chocolate products competitive with confectionery showed an increase of 3 per cent, but manufacturer-retailers reported a decline of 15 per cent from the previous January. Sales of all other manufacturers combined declined less than one per cent. The decline of 17 per cent from Dec. 1938 to Jan. 1939 is about the same as the seasonal average between these two months over the past ten years, but considerably more than was shown in the Jan. 1938 report.



Improve the Flavor of your Coatings and Chocolates

Remarkable results are obtained at small cost.

Dulcivan

will noticeably improve the flavor and taste of coatings and chocolate. It imparts the true aroma of best quality cocoa beans at a cost of 3¢ to 100 lbs. of finished product.

Chocotal

useful in all chocolate products, bars, and coatings. It will enhance the chocolaty richness and increase the palatability.

Cocoa Butter Aroma Imitation

Particularly recommended for summer coatings. While the flavor of cocoa butter is hardly perceptible it adds definitely to the coating. Our Cocoa Butter Aroma imitation will add that flavor to the hard butter you use instead of cocoa butter in summer coatings.

Write us for full particulars.



SCHIMMEL & CO., INC.

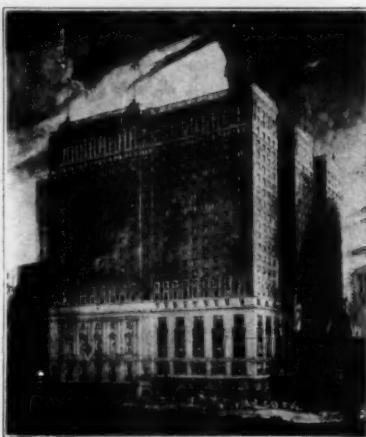
601 West 26th Street

New York, N. Y.

CHICAGO LOS ANGELES TORONTO
CINCINNATI CLEVELAND

GREAT INTEREST SHOWN IN COMING N.C.A. MEET

The 56th Annual Convention of the National Confectioners Association at the Palmer House, Chicago, May 22 to 26, is expected to draw an unusually large attendance from manufacturers all over the country because of the various legislation affecting our industry which has been passed during the year. While no definite plans are yet available on the formal program and on the entertainment features, committees in charge of the various activities will draw up their plans shortly.



Palmer House, Chicago, Where the Industry Meets, May 22-26

The golf committee is short a member due to the resignation of T. Stempel, vice president of E. J. Brach & Sons, who was chosen to head the committee as chairman. Mr. Stempel will be in Europe at the time of the Convention, his plans now calling for his departure from New York about April 1. Other members of this committee include: Gross Williams, Thinsell Products Div., Consolidated Biscuit Co.; O. W. Johnson, Callerman Brokerage Co.; A. E. Cull, Corn Products Refining Co., and P. F. Schock, American Licorice Co.

Ben H. Goodman, Nutrine Candy Co., is head of the committee in charge of the dinner-dance. He is being assisted by E. H. Wood, National Candy Co., Chicago; and A. H. Levitas, Ambrosia Chocolate Co., Milwaukee.

The program committee is headed by Sam Hallstrom, Walter H. Johnson Candy Co., and includes Geo. Williamson, Williamson Candy Co. and Bert Rubin, Sweets Co. of America. Ladies' entertainment activities are in charge of Will Reed, Reed Candy Co.

The following exhibitors have contracted for booths at the Confectionery Industries Exposition, to be held in conjunction with the N. C. A. Convention:

Exhibitor	Booth No.
American Lecithin Co.	48
American Machine & Foundry Co.	6
American Maize Products Co.	36
American Sugar Refining Co.	56
Anheuser-Busch, Inc.	59
Armour & Co.	11
Atlantic Gelatin Co., Inc.	33
Blanke-Baer Extr. & Preserv. Co.	18
Brazil Nut Adv. Fund.	3-B
Burrell Belting Co.	61
California Fruit Growers Exch.	13
Clinton Company, The	14
Confectionery & Ice Cream World	19
Confectioners Journal	22
Corn Products Refining Co.	29
Decorative Art Glass Co.	21

Exhibitor

Exhibitor	Booth No.
E. I. duPont de Nemours & Co., Inc.	7-8
Economy Equipment Co.	60
Friend, Harry L.	17
General Foods Corp.	1
Greer Co., J. W.	12
Industrial Sugars Corp.	41
International Confectioner.	35
Interstate Folding Box Co.	45-A
A. Klein & Co., Inc.	23
H. Kohnstamm & Co., Inc.	15
J. M. Lehmann Co., Inc.	20
James B. Long Co.	62
MANUFACTURING CONFECTIONER, THE	44-A
Mawer-Gulden-Amis, Inc.	65
Merchants Box Co.	3-A
Merck & Co.	27
Milprint, Inc.	32
National Equipment Co.	31
National Sugar Refining Co. of N. J.	4
Nulomoline Co., The	24 & 30
Nussbaum Novelty Co.	50
Package Machinery Co.	9 & 10
Penick & Ford, Ltd.	66
Chas. Pfizer & Co., Inc.	39
Pillioid Cabinet Co.	28
Ross & Rowe, Inc.	5
Max Rubin	63
Savage Brothers	47
F. J. Schleicher Paper Box Co.	38
Soy Bean Products Co.	45-B
A. E. Staley Mfg. Co.	37
Stein-Hall Manufacturing Co.	43-A
Sterling Doll Co.	46
Stokes & Smith Co.	44-B
Sylvania Industrial Corp.	26
Toy Kraft Co.	58
Traver Corp.	64
Triangle Package Machinery Co.	2-B
U-Cop-Co Gelatin	21
Union Standard Equipment Co.	42
Warfield Chocolate Co.	34
White-Stokes Co.	25

Production Club Hears Dr. Leete

Approximately 30 members and guests of the Chicago Candy Production Club attended the first meeting held since the recent election of new officers. George A. Eddington, DeMet's Inc., the new club president, was in charge of the meeting which included dinner at the Sportmen's Club, Chicago, March 6.

Chief speaker of the evening was Dr. Joseph F. Leete, head of industrial Sugars Corp., the new firm which will shortly begin to supply candy manufacturers in the Middle West with liquid sugar and other products from its plant in Chicago. Dr. Leete gave a complete description of the various products his company will make available to the trade; their benefits from a candy production standpoint; methods of handling in the plant, and other information of interest to candy men. Following the formal talk, the audience developed a lively discussion through questions directed at the speaker. Great interest in the new products was indicated by the number of questions and the variety of information sought.

CONFECTIONERS' BRIEFS

J. A. Magill, executive of Bob's Candy and Pecan Co., Albany, Ga., one of the largest confectionery manufacturing companies in the South, died recently. He was 51 years old.

Philadelphia Retail Confectioners Association, Inc., recently named three new directors. They are: Frederick Heckman, Southern Sweet Shop, Atlantic City, N. J.; Leo Gall, Philadelphia; and James Copley, Jenkintown, Pa.

Mattingly Candy Co., Louisville, Ky., is reported to have been sold recently to Health Food Products Co., also of Louisville. The same purchaser also bought the DeLuxe Nut Shop, retail outlet in the heart of Louisville's theater district. The building used by Mattingly will be turned into a jobbing headquarters, and all manufacturing will be done in Health Food Co.'s own plant. E. F. Brandell, formerly manager of the Mattingly company, will continue in the employ of Health Food.

Jacob S. Krum, New York City retail-manufacturer, has leased a building to permit expansion of his business at 2468 Grand Concourse. Addition of this building will give the firm over 18,000 sq. ft. of space on street level.

W. L. Girard, owner of the Girard Candy Co., Memphis, Tenn., was killed recently when he was struck by an automobile as he was crossing a street in Memphis. He was 55 years old, and had established his company soon after coming to Memphis from Nashville, in 1921.

Average value per pound received for all types of confectionery and competitive chocolate products by wholesale manufacturers declined 0.7 cents during December 1938, as compared with Dec. 1937, according to reports furnished the Marketing Research division of the U. S. Dept. of Commerce. This decrease is the same as that recorded for November, as compared with the previous November. Average value per pound for December was generally up from Nov. 1938. Package goods houses showed an increase from 40c to 46c. Total tonnage reported by all types of houses declined about 24 per cent from Nov. to Dec. which is 2 per cent less than the previous year. Average value per pound for all types of houses combined increased 0.7 cents from Nov. to Dec.

Charles E. Viser, managing director of Droste's, Dutch cocoa and chocolate manufacturers of Haarlem, Holland, and M. W. Savre Droste, a son of the late owner of the company, are visiting America at present, contacting distributors. The company is said to be the largest in Holland. M. W. Savre Droste represents the third generation of his family active in the chocolate and cocoa business.

Bumps Bowlby Candy Co., New London, Wis., have purchased from the Kaufer Holding Co., Milwaukee, the factory building in part of which they have been operating. Introduction of a new candy bar has made the increase of factory space necessary, according to B. J. Bowlby, proprietor.

DELFT *Gelatine*

You try to keep your products uniform. The dependable uniformity of Delft Gelatine helps you.

You seek to outrank competition on Quality. Delft again assists you with Purity and Strength.

You endeavor to cut manufacturing costs. And again Delft comes to your aid.

Uniformity . . . Purity . . . Strength are important in the gelatine you use. — Use Delft and be sure.

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POWDERED CRYSTAL
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In Belting, it's performance that counts. BURRELL builds PERFORMANCE into its

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Proven ability to "take it" has placed BURRELL Belting in practically all Confectionery Plants. Why not yours?

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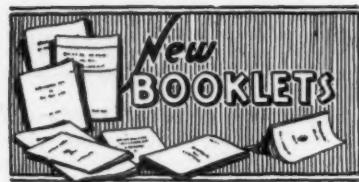


A Complete Pectin Product for Making Jellied Candies

READY
to Use
NOTHING
to Add

SPEAS MFG. CO. KANSAS CITY, MO.

CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY!



Dry Milk Solids. Bulletin No. 904, 1938, published by the American Dry Milk Institute, Inc., Chicago.

This is the fourth edition of the dry milk solids "blue book." "The place of dry milk solids in the many different fields of its use is becoming more thoroughly established with each passing year," says the introduction. This is so true that dry milk solids is to many users the pre-eminent source of milk solids not fat. Dry milk solids is the product resulting from the removal of fat and water from milk. It contains not over 1½ per cent butterfat and not over 5 per cent water or moisture. The booklet discusses each ingredient of the solids and the food value contained in the substance. Uses of dry milk solids are also thoroughly covered, and one of the important uses listed is for confectionery.

Sealing of Corrugated and Solid Fibre Containers.

by J. D. Malcolmson. Published by Robert Gair Co., Inc., New York, 1938.

The author, a container specialist with the Robert Gair Co., is a graduate chemical engineer. As fellow of the Mellon Institute of Industrial Research, he spent four years in research work for the National Container Association, where the first scientific study of the corrugated box was ever made. He also holds several other important positions in the shipping container field. To those responsible for the packing and shipping operations in large plants, this volume on Adhesives, Gummed Paper Tape, Metal Stitches and Staples, and Metal Straps or Wire is an invaluable aid. Among other things, sketches and illustrations show the right and wrong ways to use the various closures on shipping containers.

Air Conditioning Catalog. published by Carrier Corp., Syracuse, N. Y.

Air conditioning equipment for many uses, from a single room to an entire building, is presented in a new 16-page catalog. All products are listed according to application and type of equipment. In addition to air conditioning for homes, stores and offices, refrigeration and heating equipment is included. Each type is described according to application, function, advantages, operation, installation, dimensions and size.

Schimmel Scientific Report 1938. Price, \$1.50.

Reviewing such a fact-crammed volume as the annual Schimmel report on essential oils, perfumes, and kindred matters is as difficult as reviewing an encyclopedia. However, in order to indicate the scope of this work, random high-spotting of interesting items will give some idea of the subject-matter covered. One section is, for instance, devoted to a discussion of angelica, the reason for lower production in 1938, explanation of the promotion plan for development of angelica cultivation in Brockau, and the prospect of regulations for drying to prevent the sale of green plants which has occurred at times. In the section on camphor, figures are given on

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the Japanese exports. Production of camphor in China is the subject of a paragraph concerning the establishment of experimental stations in that country. The monograph on Javonese citronella oil covers the situation in Java thoroughly and presents interesting facts and figures followed by an account of Indo-China citronella. The current clove situation in Zanzibar is considered at some length, as is also the citrus oil production of America and Italy. It is impossible to touch upon all the subjects treated in this report, but the facts cited will suffice to give some idea of its value.

Fresh Egg Whites for Candy. published by the Powdered Egg Division, Armour and Company, Chicago, 1938.

Contains considerable original information regarding ordinary egg albumen as well as the new powdered fresh egg while that is manufactured by the company. The center spread of the booklet contains a number of graphs showing the results of tests on whipping volume and foam stability of powdered fresh egg whites and ordinary dried egg albumen. The final pages of the booklet are devoted to directions for the proper use of powdered fresh egg whites in candy production.

New York Candy Men Honor Horowitz

Approximately 150 candy manufacturers and representatives of allied trades and the supply field attended the dinner put on at Keen's Chop House, New York, February 23, by the Association of Manufacturers of Confectionery and Chocolate of the State of New York. The dinner was in honor of Albert Horowitz, Up-To-Date Candy Co., New York, who was recently elected president of the association.

Arrangements for the dinner were in charge of David O'Connor, vice president of Penick and Ford, Ltd., Inc., who acted as chairman. A novelty of the evening was the distribution of chef's hats and aprons for use of the guests as they partook of the beef steak dinner. The only speech, and it was informal, was that which Mr. Horowitz in appreciation of the honor done him. He had cut short a Florida vacation to be with "the boys" for the occasion.

Professional entertainment was provided for the guests, who, in the general good fellowship which keyed the entire affair, also provided some of their own entertainment in the way of singing, humorous anecdoting, etc. Similar get-togethers are planned by the New York association in the future.



Readers Will Find Many Familiar Faces Among This Happy Crew Which Foregathered at Keen's Chop House in New York Recently to Honor Albert Horowitz and to Partake of a Delicious Beefsteak Dinner. New York Candy Manufacturers and Trade Representatives of the Supply Houses Attended the Event

DROP THIS BURDEN of Spoilage!



Do the whims of Old Man Weather scramble your production schedules . . . pile up spoilage . . . and reduce profit margins?

You can lick him with Sturtevant Air Conditioning.

Chocolates, Mints, Hard Candy . . . whatever you manufacture will be better made under ideal conditions of temperature and humidity. Waste and delay due to sticky machines can be eliminated, wrapping facilitated, product quality maintained, savings all along the line.

Many leaders in the candy industry are served by Sturtevant Air Conditioning. Let us put our long experience to work on your own problem.



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100% Pure

Better Results!

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100%
PURE

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BRANCH 308 W. WASHINGTON STREET, CHICAGO, ILL.

QUALITY CHOCOLATE COATINGS



HOOTON

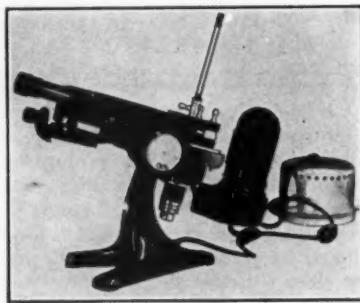
CHOCOLATE
COMPANY

339-361 NORTH FIFTH STREET, NEWARK, N.J.
ESTABLISHED 1897

NEW SUGAR REFRACTOMETER

Among the addresses and papers delivered at the recent Sixth Congress of the International Society of Sugar Cane Technologists at Baton Rouge, Louisiana, was one by John W. Forrest of the Scientific Bureau of Bausch and Lomb Optical Co., on the development of a new sugar refractometer.

The new instrument is designed to fill the need of sugar chemists in the application of Dr. F. R. Bachler's "One Solution Method," from whom advice was sought



in developing this instrument. Critical advice was also sought from outstanding authorities in sugar chemistry at the National Bureau of Standards, the Department of Agriculture, the New York Sugar Trade Laboratories, and from various sugar companies.

Offering an improvement over flow-through cell methods, utilized with the conventional dipping refractometer, the new instrument is designed with Abbe prisms, a simplified dipping refractometer telescope, and sodium light source, with the three units mounted as integral parts of a sturdy stand. The Abbe type prism affords a means of loading the solution quickly and easily, while old samples may be removed with equal facility.

The inclusion of a sodium light in the design eliminates compensators with their complicated mountings. As a consequence of omitting these parts and using monochromatic light, setting of the instrument is made easier because of a clearer division line and because there is no compensator to adjust. Further than that, the omission of these parts, and the use of new alloys, has made it possible to produce an unusually rugged design. All of the parts of the instrument are mounted together on an arm with an inclination joint permitting a comfortable reading angle for the operator.

Prism boxes are arranged on their sides, making the diagonal separation between the boxes vertical. As a result, the sample may be poured into the space between the boxes without moving the instrument in any way. The sample is removed by merely separating the boxes and wiping or washing the prism clean. Temperature-controlling water circulates through the prism boxes to keep the prisms at constant temperature. Readings are made in arbitrary units on a linear scale on the arc sector. These values are converted to sugar values in accordance with the tables prepared by Dr. Bachler, or separate tables may be made which will convert the scale reading directly into degrees Brix. Tests show that the instrument produces accurate readings to the fifth point, with much greater speed in operation and superiority in line definition.

M. C. MAIL EXCHANGE

WHERE READERS SPEAK THEIR VIEWS AND QUESTIONS ARE ANSWERED

LIKES CLINIC

I want to thank you sincerely for the very thorough and, what I believe to be, accurate and correct clinical observation of our packages. We may not agree with you in every detail, but in the main we do agree with your observation of our box. Our plan for next Fall is to develop a good-quality package and use this wrapper on it. Then when the customer buys the package, he will have every right to expect good quality, and he will not be disappointed.

We thank you sincerely for this service and want to say that we believe that this type of service is of inestimable value to the Industry.—W.C.D., Indiana.

Reply: The Clinic is glad to be of service, and will be happy to take another look at the revamped package.

CHOCOLATE BUDS

Would you kindly mail us a recipe for a cheap Chocolate Bud? We are contemplating on entering this market and would be under obligation to you if we could receive same from you.—M.M.G., Canada.

Reply: We have sent you a formula for chocolate buds, as you request. Should you find it not suitable for your purpose, it can easily be changed to meet conditions in your factory by the addition of more sugar. It can be stiffened to suit your depositor or, should you have a milling machine, you may use coarse, raw or refined sugar. If you wish further help on this, let us know more about your factory and equipment.

RAW MATERIALS ARTICLES

This will acknowledge receipt and thank you for your card, calling attention to the series of articles on Raw Materials which you are running this year in THE MANUFACTURING CONFECTIONER. I am glad to have this called to my attention and plan to make it a point to read each of them carefully.—A.C.L., Georgia.

Reply: The series on Raw Materials will continue through the other issues yet to come this year. It is our endeavor to supply the Industry with information on raw materials and equipment which will enable our readers to keep up-to-date on everything of importance to them. Our entire editorial program is planned with that in mind.

PEANUT FORMULAS

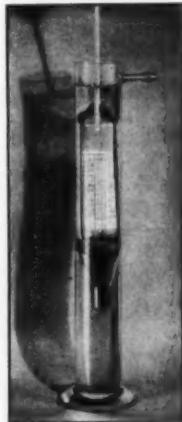
Please send me formulas for the manufacture of Peanut Brittle, Peanut Patties, and a flat Peanut and Coconut Bar. Also send me list of necessary equipment for manufacturing same in small quantities.—C.W.R., Tex-Ark.

Reply: We have sent several of the formulas you asked for and a list of the equipment required for their

The

LIPEOMETER

(FAT TESTER)



... gives a direct reading when employed with a special solvent and other simple apparatus for the rapid determination of COCOA BUTTER.

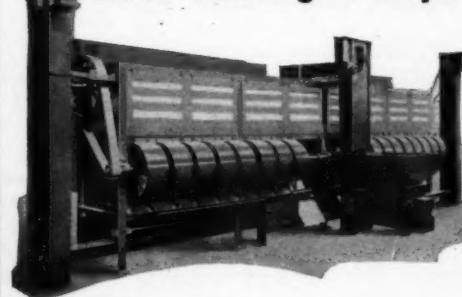
Manufactured by
SCHWARZ LABORATORIES INC.
ANALYSTS CONSULTANTS

Specialists in the Chemistry of Confections and Cacao Products

202 East 44th St.

New York, N. Y.

Ever seeking to improve cocoa and chocolate equipment



IT is natural that the name of LEHMANN appears so often in relation to the development of machinery for refining cocoa and chocolate, because LEHMANN has maintained a leading position in that field for more than 100 years. With such a background our efficient organization of designers and engineers always is seeking to improve on existing methods and practices. Their knowledge and experience are freely available to manufacturers who have the same thought in mind.

J. M. LEHMANN COMPANY, Inc.

Established 1834

250 West Broadway New York, N. Y.

Factory: Lyndhurst, N. J.



The Standard for Quality Machinery Since 1834

manufacture. Unless you have had considerable experience in candy making, especially this type of candy, you will have some difficulty at first. Only practice and experience will give you the required technique.

DIPPING CARAMEL BON BONS

We make a specialty of coconut work, dipped bon bons especially. The writer has for some time been anxious to dip coconut bon bons in caramel on a basket machine. If you could enlighten us as to a caramel formula, we surely would appreciate it.—R.J.B., Pennsylvania.

Reply: The problem that you present is a difficult one, not from a formula standpoint, but from the standpoint of equipment. In order to dip coconut bon bons in a caramel coating in a basket machine, you would have

to have the caramel so hot that there would be a marked deterioration in texture and flavor. However, you may be able to work that out, and we are sending you, therefore, a formula for dipping caramel, one that has been used successfully for nut rolls on a coating machine.

BRAZIL NUTS

(Continued from page 21)

The improvement in appearance, flavor and keeping quality, the reduced price and several years of advertising having greatly stimulated the demand and considerably increased consumption. Glazed Brazils, salted Brazils, sugar and chocolate coated Brazils, Brazil fudge and Brazil brittle, Brazil caramels, and Brazils in baked goods, are increasingly popular.

But the English supremacy in the shelling of Brazil nuts was shortlived. A hundred pounds of in-shell Brazils produce about 35 to 40 pounds of kernels. With the same freight rate from Brazil to England of about a cent a pound on in-shell and shelled nuts, the cost of a nut shelled in England is unavoidably increased by 2 cents a pound over the cost of shelling the same nut in Brazil. The simple and logical way to save this dead loss is to shell in Brazil and export as shelled at the same freight rate. Cheap as labor is in England, compared with the United States, it is still cheaper in Brazil. As a matter of fact, shelling has now been done in Brazil for many years, at first with results not satisfactory. The climate and atmospheric conditions, the ignorance and inexperience of the foreman and the workers and the lack of proper drying experience and equipment, resulted in shipments arriving in New York in poor condition or even completely spoilt. But these difficulties, innate to an infant industry operating under most adverse circumstances, seem to have been pretty completely overcome; shipments that have arrived in recent years from Brazil have almost without exception been in good condition.



HILDRETH'S

THE ORIGINAL CANDY PULLER
HILDRETH PULLING MACHINE CO.
153 Crosby Street :: New York, N. Y.

MAXIMUM
Capacity per batch **200 lbs.**
Form 6-Style R-Twin Puller

- Minimum capacity 15 lbs. on each set of arms. Pulls either hard-boiled or soft-boiled goods.
- Can be used for 2 batches at once—either the same or different colors or flavors.

REBUILT MACHINES AVAILABLE
Special low prices for all sizes and styles. Write for information and prices.

DISPLAY PULLEY
5 to 10 lbs. per batch
FORM O — STYLE A

- Excellent for demonstration purposes. It is very attractive nicely finished, has an aluminum base and nickel trimmings. Motor driven.

Other sizes and styles—capacities from 5 lbs. to 300 lbs. per batch. Write for complete description and prices.

All replacement parts in stock for immediate delivery.

Cobee Brand

HARD FATS

Highest quality hard coconut butters with low and moderate melting points. They give smooth centers and fillings; ven creaming; Delicious consistency. Try them for Caramels, Nougats and general center requirements; also for winter coatings.

Write for specifications, samples, etc.

WECDLINE Products, Inc. BOONTON, N.J.
Sales Offices NEW YORK CHICAGO BOSTON

CONFECTIONERY BROKERS

DONALD A. IKELER
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KALAMAZOO, MICHIGAN
Territory: Michigan

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HART POSKA COMPANY
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SEATTLE, WASHINGTON
Territory: Washington, Oregon and Idaho

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416 Delaware Street
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Territory: Kans., Neb., Iowa, W. Missouri

H. L. BLACKWELL COMPANY
P. O. Box 3040 — Sta. "A"
EL PASO, TEXAS
Territory: Texas, New Mexico and Arizona

Mechanical Candy Merchandising

HAS IT A RIGHT TO EXIST?

A Manufacturer's Problem and A Dealer's Problem

EVERY so often there comes from someone in the Confectionery Industry the complaint that vending machines—they usually refer to them as "slot machines"—are responsible for the decline in candy sales in the retailer's shop. This, in spite of the fact that such vendors have been used for dispensing candy, gum and nuts for the last 30 years, and perhaps even longer; and also, in spite of the fact that candy, gum and nut processors whose products are moving through mechanical merchandisers are not only eminently satisfied with this method of merchandising, but are ever seeking new outlets of this type.

There are two distinct classes of mechanical vendors, the bulk dispensers and the unit dispensers. A sharp distinction must ever be kept in mind as regards these two classes, for each represents an entirely different merchandising psychology and each has an entirely different sales plan. Merely to clarify the issue between these two classes, some general facts are here related concerning candy merchandising by mechanical means.

In thinking of unit dispensers, we take in the bar merchandisers, gum machines, and machines vending single pieces of candy. Of these, the bar and the gum machines are by far the greater in number and dispense a much greater volume than do the single-piece candy dispensers. As a matter of fact, bar and gum machines move

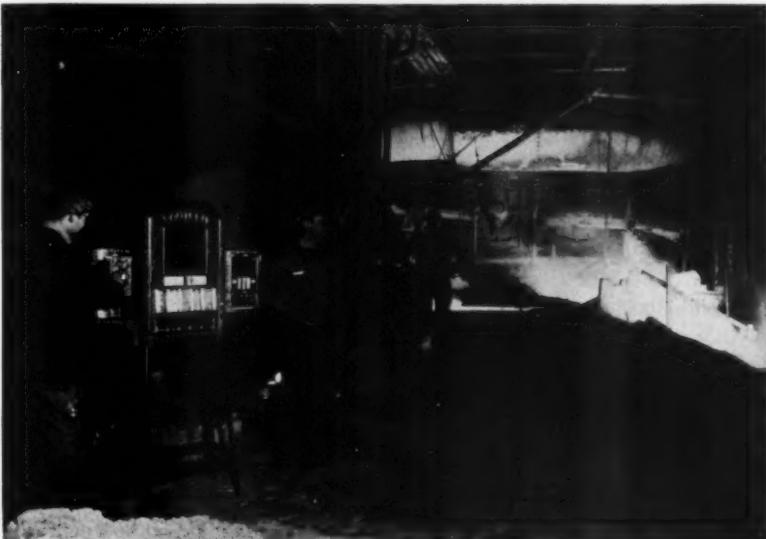
a larger volume of merchandise than do all the other types combined, according to the best estimates. And in the experience of those candy manufacturers whose goods are being machine-merchandised, the machines not only give a good sales account of themselves, but actually *make sales* for their candies being merchandised through the regular retail channels. Perfection of the bar goods vendor, says the head of one of the largest vending machine merchandising enterprises, has meant a tremendous additional volume of business for bar goods manufacturers.

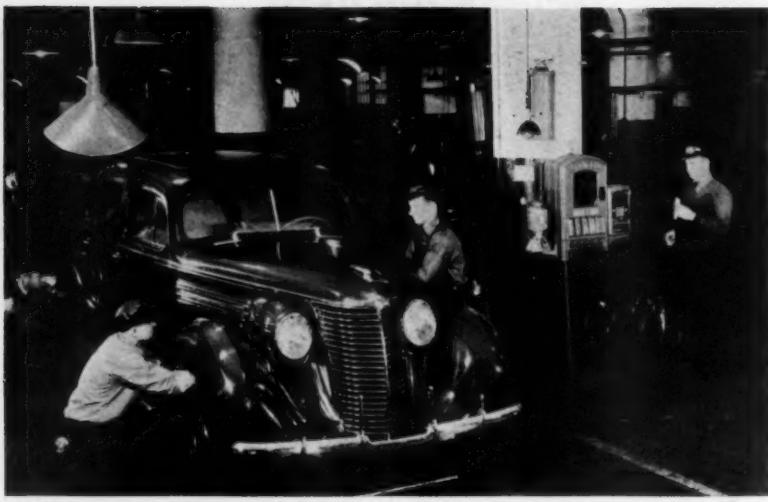
In Industrial Plants

One of the largest new fields for candy sales which has been opened as a result of vending machines in the modern industrial plant. It is a virgin field in which the machine merchandiser has not only aided the candy manufacturer, but has been of inestimable value to the managements from industrial relations and efficiency standpoints.

Workers in heavy industries were not candy eaters prior to the advent of the present-day mechanical merchandiser. Many plants had their special fruit and candy peddlers, but management often frowned upon them for the main reason that efficiency of a production room was often demoralized during the 10 to 15 minutes

Workers in One of the Huge Gary, Indiana, Steel Mills Find This Candy Merchandising Machine Convenient and the Candy Helps Them to Overcome Industrial Fatigue to Which They Are Subject Because of the Heavy Work and Intense Heat





These Detroit Automobile Workers Use Their Nickels to Buy Candy, and Incidentally, Relief from the Monotony of Their Jobs. The Machine is There to Dispense the Candy Whenever They Feel the Need for a "Snack"

that the peddler was there on his rounds. From the standpoint of the workers themselves this method of buying candy had many drawbacks—candy was available only at a definite time (often too near mealtimes); the peddlers' stock was not fresh and clean; his stock was depleted when he got to certain rooms, etc. Dispensing machines have enabled the worker to get fresh, clean candy when he needs and wants it.

In the experience of bar goods manufacturers whose candies are now being merchandised to industrial and office workers through machines, these machines have definitely created a new market for their goods not only in the plants and offices themselves, but in the neighborhood candy stores. A man eating a bar at work in the afternoon will often ask for that same bar when he is out with his family at night, or when he wishes to take home a bar for his youngsters. Thus, the local store has not lost business because of the machines, but it has actually gained new candy customers.

Making candy available to office and industrial workers when they need and want it has definitely increased efficiency. The story is told of a plant in which a high percentage of accidents was occurring immediately after the noon lunch period. Investigation showed that the men, off an hour for lunch, were using the last half of that hour to congregate in a neighborhood tavern, and in accordance with the "good old" American custom, treating one another. They returned to their afternoon's work in a more or less "fuzzy" condition, in which their reflexes were slowed down appreciably. Installation of several candy machines in strategic places where the men usually ate their lunch soon cut down the accident rate noticeably, with the result that today, such machines are located conveniently all over the plant. An individual who has eaten candy has no craving for beer or liquor. The two tastes simply do not mix.

Introducing A New Line

A Chicago bar manufacturer introduced a new coconut bar some time ago. This bar has never been advertised or publicized in any way. This bar was introduced to the public exclusively through mechanical merchandisers, and in certain designated localities. Soon after its appearance, the manufacturer began to get calls for this bar from retail dealers in the neighborhoods where these bars were being machine sold. Investigation by the manufacturer's sales organization revealed that calls for these

bars were coming from men (and their families) who were employed in industrial plants nearby. Today, this particular bar, still largely merchandised by machines, is among the largest-selling of this manufacturer's large assortment of bars. And the retail shops are getting profitable business traceable directly to the advertising received by the bars because of their sales in plants by machine.

Vending of bulk candies and nuts, however, still leaves much to be desired. This branch of the vending machine industry has not risen very much above the racket stage. True, there are reputable vending machine builders and operators and many reputable candy manufacturers and nut processors in this branch of merchandising. Placement of machines is one phase of this business which still needs a great deal of cleaning up. Many cities today prohibit the placement of mechanical dispensers on buildings, sidewalks, etc. But as in many other things, it is still possible to buy off the neighborhood ward heeler, alderman, or political boss and thus circumvent local ordinances.

This type of candy and nut merchandising, if it may be called merchandising, does not affect the candy retailer to any appreciable extent, however. Vending machines set up in accordance with the above-mentioned practice are easily spotted by their unkept look, by the appearance and taste of the merchandise sold through them, and often by the very location in which they stand or hang. The class of people who are responsible for the bulk volume of candy sales are not now patronizing these machines, nor have they ever done so. The class of people who do patronize them are in such a minority that they could not possibly cut much of a figure in retail store candy sales.

Represent Additional Business

On the other hand, there are candy and nut dispensers in locations which, like the bar and gum merchandisers, are not only catching the customer-in-a-hurry, but are actually dispensing candy which is far cleaner and fresher than that to be had in the retail store. The design and construction of these machines is such as to enable servicing without necessity of touching the contents; they are located in spots where there are plenty of customers, yet where the physical location is such as to make impossible the opening of a full-fledged candy shop ("L" platforms, subway terminals, etc.); they are ser-

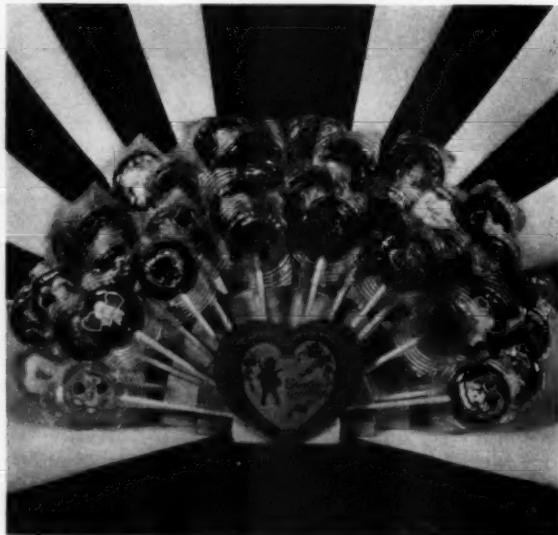
vised regularly by persons trained for this work in habits of cleanliness and sanitation; they are designed to give better protection against climatic and atmospheric conditions than counters of many candy stores; and they are showing a profit for the candy and nut processor as well as for the vending machine operator. These machines, placed with the full consent of property owners and in conformance with local ordinances, represent a merchandising opportunity for candy and nuts which the processing industry cannot equitably ignore. They are not taking business away from candy shops, simply because they represent additional business, business which neither the shop or the manufacturers would get in the ordinary course of things.

In the final analysis, any innovation in merchandising, as well as in distribution generally, must be measured in terms of service to the public. Any system which will bring goods to the public more quickly and conveniently and thereby increases demand for such goods, is entirely within its economic rights, provided quality is maintained and regardless of whether this service replaces an older or less efficient system of distribution. In simple terms, this is called progress. Where the dealer is actually faced with a competitive situation from illegal coin-operated machines, his answer must be in such legal weapons as are at his command and in a more alert, more progressive, more modern type of merchandising.

COLORFUL POP DISPLAY

An attractive display for St. Valentine's Day was created to call attention of five-and-ten cent store customers to the lollipops and suckers manufactured by Scharf Brothers Co., Inc., Pennington, N. J. These displays were featured particularly in Woolworth stores in New York.

Vari-colored suckers in corrugated transparent cellulose wrappers were stuck into a display giving a fan-like effect. The suckers thus displayed were labeled with embossed labels done in various color combinations against a background of gold foil.



Courtesy the Foxon Company

Fan-Shaped Display of Pops with Holiday Labels in Their Transparent Wraps. They Were Featured in New Chain Variety Stores for St. Valentine's Day and Attracted a Good Volume of Business. It Is Reported

CANDY STICKS

ALL SIZES
Blunt or Pointed

EVERY ONE the exact duplicate of the other—perfect uniformity of size and smoothness—square cut ends, free from burrs.

SUPERIOR CANDY STICKS are made from the highest quality white birch, turned by master craftsmen in our own factories. Their amazing uniformity makes them ideal for use on your high-speed automatic pop machines.

WRITE NOW for a generous batch of samples—in any size!



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The Human Equation in

PACKAGING PRODUCTION

By PALMER J. LATHROP *

Production Manager
Bristol-Myers Co., Hillside, N. J.

AS packaging executives, we have two major functions. One is to know and understand people. The other is to know and understand the technicalities of our profession.

The technical progress in packaging production has been almost phenomenal during the past decade. Keeping abreast of these developments has kept us busy to the extent that many of us have relegated to a secondary position our real job, which is to get along with people —those whose job it is to maintain and operate our packaging equipment.

A recent (and welcome) development in packaging equipment is the stream-lined or styled housings to improve the appearance of the equipment. It is high time that we give further thought to stream-lining our purchasing and operation techniques through a little more careful attention to the human equation in packaging production. Technological advance is constantly driving toward that utopian ideal whereby we can sit in a chair and run the entire plant by pushing buttons. Until we do get there, however, we will have the problem of operating our equipment intelligently and economically with human beings as operators. After we do arrive in Utopia we will still have human beings to contend with in the form of repairs and maintenance mechanics.

Here are a few suggestions of a complementary na-

*Abstract of address made before the 9th Conference on Packaging, Packing and Shipping, New York, March 7 to 10.

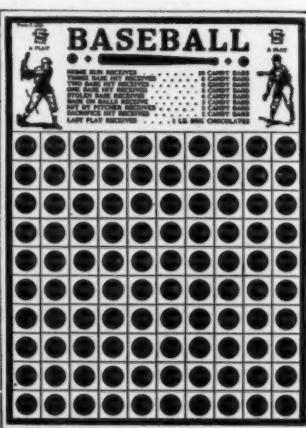
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ture for the technical check list for packaging equipment:

1. Does the foreman share your opinion as to the need for the new equipment?
2. Does he know that you are negotiating with manufacturers for new equipment?
3. Have you asked him for his opinion as to the relative merits of the several machines under consideration?
4. Has the foreman discussed these matters down the line with his mechanics, supervisors and operators?
5. What ground work has been laid toward preparing the working force for and interesting them in new equipment?
6. If there is similar equipment available for demonstration in your vicinity, have you taken your mechanical and operating foreman to see this machine with you?
7. Has the machine height been decided upon from the standpoint of convenience of installation, or from the standpoint of convenience of operation?
8. Does the installation conform with the principles of motion economy as related to the work place?
9. Does the installation conform with the principles of motion economy as related to the design of tools and equipment?
10. After the equipment has been installed and in operation, has the operator been asked his opinion of the installation?
11. If you are having trouble with the operation of the new installation, have you asked the operator if he knows what might be wrong with it?
12. In designing the layout of the equipment, was careful consideration given to the number of steps that the operators will be required to take in order to keep the unit running smoothly?

Many of us have learned from bitter experience that it is unwise to rely entirely on the experience of former purchasers and users of equipment too strongly when it comes to estimating the probable savings and machine speeds as a result of the new installation. The reason for this is that as we all know so much depends on the operator. Since so much does depend on the operator, therefore, we would do well to concern ourselves much more seriously with the human equation in packaging production.

What's New In PACKAGING MACHINERY

By FRANCIS CHILSON*

Industrial Consultant, New York

BECAUSE of the depression, the development of machines really new in principle and in application has been comparatively slow. The major part of packaging machinery progress has been in the form of improvements in design and increases in speed. It is very gratifying to observe the increasing tendency towards simplicity in design. Simplicity in design on the one hand means less expensive construction, and on the other, smoother operation, lower power cost, and lower maintenance costs.

Simplicity in design has given quieter machines, a factor of enormous importance in plant operation and in personnel relationships. It is obvious too that adjustability is becoming more and more imperatively necessary. The day of the expensive single-purpose machine apparently has passed. The rapid introduction of new products and new packages is making it more and more imperative for packaging machinery of all types to be designed for quick adjustability.

There is still a very great need for simple, semi-automatic machines and hand packaging devices and tools. I believe that most progressive machinery manufacturers have seen the handwriting on the wall and we can look forward in the next five years to more efficiently designed adjustable packaging machinery, a condition which will come about through the wider use of patent pools and the employment of machine designers who have had practical production experience in the packaging industries. It is a fact that one reason for the lack of even faster progress in the development of new packaging machines is due to the employment builders of engineers who have had no practical production experience. This is borne out by the fact that many of the new machines that have been introduced in the last ten years were developed, in the first instance, by very small, comparatively unknown organizations which were founded by mechanics or engineers who had had production experience and who decided to capitalize that experience in the exploitation of new equipment.

The need for machines which can be changed over rapidly is particularly true with reference to filling equipment. The standardization of carton sizes, label sizes, and cap sizes has made it possible to switch all the machines in a packaging line except the filler from one product to another in comparatively few minutes.

Turning now to fine powder filling machines, possibly the most important recent innovation has been the development of an accurate vacuum filler. Vacuum fillers

Mr. Chilson was formerly on the editorial staff of THE MANUFACTURING CONFEDERATION. His articles, appearing in issues of the early 1930's, covered various phases of his own special interest, Packaging. He also introduced a special department in this publication, known as "Pack-Adages," which produced much favorable reaction from the Industry.

have been utilized before, but were applicable only to certain types of container and certain types of product. The machine to which I refer has neither product nor package limitations. It will fill porous paper containers of any shape; it will even fill paper bags. This is accomplished by virtue of the fact that when the container has been registered under the filling port, it is enclosed within a sleeve which is sealed against a gasket around the filling port so that the air is evacuated around the outside of the container as well as within it; thus equalizing the

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*Abstract of address made before the 9th Conference on Packaging, Packing and Shipping, New York, March 7 to 10.

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City State

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(Specify Size and Type)

Jars, Glass

Lithography

Papers, Wraps, Etc.

Avenized

Coated

Dipping

Foil

Glassine

Novelty

Parchment

Pliofilm

Shredded

Tissue

Transparent Cellulose

Waxed

Wrapping

Re-Use Containers (Specify Type)

Sales Aids

Display Containers

Display Materials

Display Racks

Novelties and Toys

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Sales Boards

Salesmen's Cases

Show Cases

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Trimmings

Cellulose Tape

Cord

Labels

Ribbon

Seals

Miscellaneous Items

pressure on both sides of the package and eliminating the collapsing that would be inevitable in attempting to draw a vacuum on a thin-walled paper container by any other means. This machine has been made available in automatic and semi-automatic models, but how far it will get depends upon the ability of its sponsors to finance an exploitation program.

Need For Hand-Operated Powder Filler

There is a crying need in the fine powder packaging field for a practical hand operated powder filling mechanism. There are a great many companies which always will be confronted with the problem of filling powder containers in extremely small lots.

In the last few years there have been notable improvements in the development of envelope fillers. Possibly one of the smallest envelope fillers in existence has an operating speed in excess of 100 envelopes per minute and it can be adjusted to handle almost any dry or solid product.

In connection with corking, the introduction of a machine which automatically will feed and drive home tapered corks is of especial interest. Instead of driving the corks into the bottles as the customary practice is, this machine forces the bottles up over the corks.

Screw Caps Which Are Tamper-Proof

The use of screw caps which can easily be removed requires some form of tamper-proof protection. In many instances this takes the form of viscose caps or celloseal bands. No satisfactory machine for applying celloseal bands has yet been developed.

In connection with labeling, we are threatened with a revolution that may revise our concepts of the manner in which labeling machines should be designed and labels applied. The federal government is forcing manufacturers of foods and drugs to supply their complete family histories on each package they produce. Labels are becoming very much larger and manufacturers are already beginning to use double and triple labeling where a single label sufficed before. A further complication has been introduced because in connection with certain products some of the states have adopted special regulations of their own requiring either special labels or additional stickers of some sort.

With further development of the equipment and of inks which will permanently etch glass, it is well within reason to say that container printing machines can soon be placed into a regular packaging line. The advantages offered are that since no label inventory would be involved label copy could be changed as frequently as necessary and special data required by given localities or export markets could be supplied with a minimum of expense. Moreover, inventories of containers could be limited and made tremendously flexible.

There have been some radical improvements in the design of cartoning equipment. Curiously enough one of the most recent innovations harks back to the old Codrington cartoner in the use of a bucket wheel instead of bucket chains to carry the cartons. Great have been the increases in speed, adjustability, and quietness in the design and construction of cartoning equipment.

In the wrapping machinery field there have been some promising developments. Within the last ten years adjustable wrapping machines have been introduced. With the adjustable hand fed wrapping machine all of you are familiar. Still more recently another manufacturer has

introduced a semi-automatic machine which differs from the above in that it feeds and cuts off its own heat-sealing paper.

Wrapping machinery designers have gone far afield in their search for difficult jobs. One company has developed a machine for automatically wrapping round bottles. Still another organization is working on a machine to wrap bottles of various shapes in transparent cellulose.

TRADE MARKS for Registration

The following list of trade-marks, published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason Fenwick & Lawrence Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks, a formal notice of opposition.

TRUCK'N, candy bars. Use claimed since May 3, 1938 by Thomas Bros. Candy Co., Memphis, Tenn.

ONE GRAND, alimentary pastes. Use claimed since Sept. 1, 1938 by Paul F. Beich Co., Bloomington, and Chicago, Ill.

H & H, cakes, bread, pastry, etc. Use claimed since 1888 by Horn & Hardart Baking Co., Philadelphia, Pa.

ADAMS CHICLETS and design of wrap, chewing gum. Use claimed since July 29, 1938, American Chicle Company, Long Island City, N. Y.

DREAMSICLE, frozen confections. Use claimed since Aug. 19, 1938 by Joe Lowe Corp., New York, N. Y.

HOISTER, wheat flour. Use claimed since July 27, 1938, Pillsbury Flour Mills Co., Minneapolis, Minn.

PANTEX, shortening in solid form and of vegetable origin for use in cooking and baking and in preparation of cake icings. Use claimed since Jan. 15, 1938 by Curt Michaelis Jersey City, N. Y.

STEWARDESS and design of plane, popcorn confections, bread, rolls, doughnuts, cake, cookies, pastries, etc. Use claimed since June 13, 1938 by George H. Kmetz doing business as Carnation Bakery & Carnation Pastry Shoppe, E. Chicago, Ill.

JITTERBUG, candy. Use claimed since June 24, 1938 by Paul F. Beich Co., Bloomington, Ill.

CLOVERLEAF and cow head design, skim milk powder. Use claimed since Nov. 1, 1935 by Myer Staff, doing business as Dairy Products Co., Birmingham, Ala.

BLIZZARD, candy. Use claimed since May 1, 1931 by Bunte Bros., Chicago, Ill.

SAIL, soda crackers. Use claimed since June 1, 1938 by Bright Biscuit Co. Inc., Kansas City, Kans.

MCR ZIP and design, canned popcorn in its natural state. Use claimed since July 19, 1938 by Ronald Meyer doing business as Ronald Meyer Popcorn Co., Carnarvon, Iowa.

GUD HELTH and design of loaf of bread and knif in circle lined for red and brown, bread and pumpernickel. Use claimed since October 1936 by Brozinskys Bakery, Inc., Brooklyn, N. Y.

DAR-WEATA, biscuits. Use claimed since Sept. 7, 1937, Daren, Ltd., Dartford, Eng.

C-O-D CHEW ON DELIVERY, candy. Use claimed since March 15, 1924, M. J. Holloway & Co., Chicago, Ill.

BEBUS—BLO-NUPS, prepared wheat and rice in puffed or exploded form. Use claimed since Nov. 27, 1937 by The Debus Corp., Hastings, Nebr.

CLIX, dog food. Use claimed since May 25, 1938 by Cereal Products Co., Spokane, Wash.

FLAN, custard dessert. Use claimed since July 10, 1938 by Flan Company, Cleveland, O.

GOLDEN HARVEST and design of wrap, candy. Use claimed by Schutter Candy Co., Chicago, Ill.

TWIN PEAKS, frozen foods. Use claimed since July 12, 1938 by Rocky Mountain Packing Corp., Salt Lake City, Utah.

FIRESIDE, raw popcorn. Use claimed since Dec. 1, 1922, American Pop Corn Co., Sioux City, Iowa.

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NEWS OF THE SUPPLY FIELD

EQUIPMENT · MATERIALS · MARKET INFORMATION · FIRMS · PERSONALS

Fritzsche Research Chief Completes World Survey

After an absence of more than nine months, Dr. Ernest Guenther, chief research chemist of Fritzsche Brothers, Inc., is back in the U. S. Since his departure last May, Dr. Guenther made a complete circuit of the globe, surveying essential oil production in India, Ceylon, Siam, French Indo-China, British Malay and the Dutch East Indies, Australia, China, Manchukuo, Japan and the Philippines.

In Java, where Dr. Guenther remained nearly a month, he made extensive investigations in those sections devoted to the cultivation of citronella and other vegetation important to the essential oil industry. As a guest of the Dutch government's Department van Economische Zaken, Dr. Guenther was extended every facility for study of the department's program aiming at control of all shipments of essential oils leaving Java. He was deeply impressed by the program which has for its purpose the improvement in yield and quality of their essential oils.

Perhaps the most thrilling phase of Dr. Guenther's journey was his return from Manila, via Guam, Wake, the Midway Islands and Honolulu, to San Francisco aboard one of the famous China Clippers. Leaving the Philippines on February 18, he was back in the company's New York offices just nine days later.

During his entire trip he took 10,000 feet of colored motion pictures. These, as well as other information he has collected, will be made available to the entire industry through his lectures during the coming Spring and Fall, and his articles which will appear in various business publications, including THE MANUFACTURING CONFECTIONER.

Edward R. Trippe, Jr., son of Edward Trippe who is well known in New York and Philadelphia essential oil circles, will open a branch office for P. R. Dreyer, Inc., in Los Angeles soon. On the West Coast, Mr. Trippe will be met by the company's president, Fred C. Theile, who will assist him in establishing the western branch.

Lamborn & Company, Inc., New York, just released its 18th Annual Sugar Statistical Bulletin, under date of February 25. The annual represents months of labor covering active correspondence by letter and cable with the company's agents and correspondents, and government representatives all over the world. Production of sugar during 1938-39 is estimated at 29,642,000 long tons. Sugar consumption for the same period is estimated at 29,323,000 long tons, which indicates an increase of sugar stocks amounting to 319,000 tons.

Total imports for the calendar year 1938 showed 443,370 lb. of unshelled and 6,192,2378 lb. shelled peanuts, compared with a total of 796,292 lb. unshelled and 1,262,891 lb. shelled in 1937. Japan last year furnished the most unshelled nuts, their total exceeding that of the duty-free product from the Philippines by about 35,000 lb. The Philippines shipped in the largest total of shelled nuts, with a total of 3,695,832 lb.

Beatrice Creamery Co., Chicago, has acquired the business of Blue Valley Creamery Co., also of Chicago.

The transaction, which became effective March 1, includes Blue Valley's 14 manufacturing plants, trade marks, and operation as a going concern. Blue Valley was for a time quite active in producing fondant cream base for confectionery manufacturers.

Dextrose Digest Bureau of Research and Information has just been established in New York. The Bureau contemplates a campaign of consumer education in the value of dextrose as a food ingredient.

Dr. Samuel H. Baer, president of Blanke-Baer Extract and Preserving Co., St. Louis, Mo., is at present on an extended business trip which will take him through the Southwest, California and Hawaii. He will return to St. Louis late in April.

Combined shipments of raw and refined sugar into the United States during 1938 recorded declines of 6 per cent in volume and 20 per cent in value, compared with 1937, according to Sugar Specialist A. S. Nemir, of the U. S. Dept. of Commerce. Preliminary statistics indicate that shipments of sugar totaled 4,725,346 short tons in 1938, valued at \$235,905,921. During January of 1939, raw sugar imports totaled 136,343,499 lb., valued at \$3,092,565, while refined sugar imports totaled 5,853,738 lb. valued at \$145,211. Shipment of raw sugar from Hawaii and Puerto Rico totaled 48,264,695 lb. and 91,326,250 lb., respectively. Refined sugar from these two sources totaled 1,400,000 lb. and 7,970,700 lb. respectively.

Michael B. Zimmer, Chicago representative for Fritzsche Bros., Inc., New York, was made a member of the company's exclusive Quarter Of A Century Club at a luncheon in his honor in New York, February 2. Mr. Zimmer, brother of Ben F. Zimmer, vice president in charge of the Chicago office, became the club's twelfth member.

Air conditioning equipment sold by the Carrier Corporation, Syracuse, N. Y., during the first two weeks in January called for the largest refrigeration volume for any half month of the company's business since 1937, according to J. I. Lyle, president.

Kraft-Phenix Cheese Co., E. J. Brach Candy Co., A. E. Staley Mfg. Co., and other firms in the candy business or some related activity are using so-called "push plans" to increase their sales, according to an announcement by Belnap and Thompson, Inc., Chicago, sales promotion specialists. A "push plan," explained Vice President Douglas E. Thompson to the Chicago Advertising Club recently, is a plan of action designed to get a greater percentage of a selling organization to follow through aggressively and intelligently on company plans for building up or keeping up sales. Based on a system of bonuses or awards for salesmen, the complete plan is described in detail in a "push book" available from the company.

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